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SEPTEMBER 17, 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly

All you want to know about

the 1937-'38 Legitimate Stage

FOR 18 years The Billboard Year Book of the New York Legitimate Stage has been published by The Billboard. Each season finds the Year Book more useful. Each year hundreds of new readers are added to the many who eagerly await their copies of the latest edition. Each issue finds the list of regular "standing orders" from producers, directors, film producers, etc., growing.

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Vol. L
No. 38

The World's Foremost Amusement Weekly

September 17,
1938

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CONVENTION MULLS ROAD

Road Awaiting Banner Season

Heavy bookings reported —last season's records expected to go

NEW YORK, Sept. 10.—With the Labor Day corner turned, the road is waking from its summer sleep and making plans for what is expected to be one of the best seasons in a decade. Big increases in road grosses last year, reported elsewhere in this issue, are expected to be surpassed in the coming stanza. Interest in the living theater is definitely on the upswing in all sections of the country, with the supply as yet coming nowhere near to meeting the demand. Subscription societies, both local and national, generally report increases in sales, and almost all road cities are seeking ways and means to get a greater number of shows this season.

Returns depend to a large extent, of course, upon general business conditions; but road enthusiasts point to the fact that records were broken in all sections last season, which was about as bad, from a general financial standpoint, as any the country has experienced. Also predictions for a general business upswing in the fall and winter are pointed out hopefully.

It is figured that the New York World's Fair will keep some shows in town which might otherwise have gone on tour, but it is expected that this will be neutralized by an increase in productions set up primarily for the road.

20 Shows for K. C.

KANSAS CITY, Mo., Sept. 10.—Plans for the most spectacular legitimate stage season in Kansas City's history were being completed here this week by George L. Goldman, director of the city's Municipal Auditorium, and James H. Nixon,

(See ROAD AWAITING on page 14)

You Can Check on Your Social Security Account

WASHINGTON, Sept. 10.—Upon request addressed to the Social Security Board, Candler Building, Baltimore, anyone may check his or her own Social Security account, find out how much money has been credited to the account for 1937 and double check on employers.

Statement on SS credits may be requested either by letter which must include name, address, account number and date of birth of requisitioner, or via specially prepared cards supplied by any SS field office.

If you find a discrepancy in your wage records you should file complaint with the Board together with complete list of name and address of each employer with dates showing how long you have been employed by each and the amount of wages from each employer.

Minn. State Fair Nears '37 Mark Despite Rain

ST. PAUL, Sept. 10.—Rain continued to dampen the gate at the Minnesota State Fair and bogged down much of the thrill-day program Friday. Greasy tracks called off the car turnover and a low ceiling prevented parachute jumps, but all other events went thru per schedule, including Danny Fowlies' landing on top of a moving auto with his little club plane.

Saturday attendance set a new closing day record of 93,136. The 1938 attendance for Thursday was 50,947; Friday, 74,545; Saturday, 93,136; to make a total count of 581,534 as compared with 636,025 last year. Comparative 1937 figures for Thursday were 54,164; Friday, 98,824; Saturday, 86,905.

Emory Collins won the Saturday 50-mile auto race to take leading auto money of the fair. Roy Lake avoided injury when his car crashed the fence.

Friday night grand-stand revue was called off because of rain but fair

(See MINN. STATE FAIR on page 57)

Legit Leaders To Scan Big Grosses Piled Up Thruout Nation Last Year

Cities clamor for more shows—claim they can do better yet — Boston takes over a million — cross-section of grosses shows bonanza — even locals cash in

By SOL ZATT

NEW YORK, Sept. 10.—For the first time in many years the legit road season for 1937-'38 showed such a jump, in both profits and interest in the theater, that the most important single issue coming up at the American Theater Council Convention this week will center around plans for an extensive road program during the coming season. In fact, out-of-towners have become so play-conscious that resident theaters of semi-amateur standing were formed in several cities and given wide public support. If the announced intentions of the Theater Council to revive interest in the road are carried out, the legitimate stage can hope for even greater grosses than figures like the $1,166,200, which was done in Boston last season in 107 weeks of playing time. Typical examples of bulk gross figures like the one in Boston are Pittsburgh, which garnered $340,000 from road attractions in 30 weeks, and St. Louis, which drew in $296,000—$81,000 better than the year before.

So great was the out-of-town interest in Broadway shows that *You Can't Take It With You*, still running in New York, grossed a total of $2,813,889 up until last June. The Boston company, working thru to the Coast, did $516,201; the Chicago and Midwest company accounted for $889,815, and the Southern company grossed $332,713 in 35 weeks.

Chi's 100% Profit

Chicago had a 49-week run of *You Can't Take It With You*, and until the middle of February every road attraction playing that city turned in a profit. Hollywood, the mecca of former legit stars, was so hungry for stage shows last season that a revival of operettas grossed $108,000 in four weeks. And when *Susan and God*, with Gertrude Lawrence, opened in San Francisco, the opening-night take was $4,232, with a reported advance sale of $30,000.

A cross-section report on box-office grosses shows that towns like Kansas City and Wichita have become more legit-conscious than ever before. The 1937-'38 season in K. C. was the best in the city's history. Eleven road shows and one return engagement did a gross business of $101,126 in 6½ weeks of playing time. *You Can't Take It With You* did a smash $13,000 with four shows. Helen Hayes' *Victoria Regina* drew virtually every drop of legit blood to be had in Kansas City. She broke all existing records there at a $3 top, 23,538 people having seen her at four evenings and one matinee performance. In fact, during its road tour *Regina* broke 23 records up to April 2. Other K. C. successes were *Brother Rat*, which did $5,100 in three shows, and *Tobacco Road* accounting for $7,000 in six performances despite bad weather. Maurice

(See CONVENTION MULLS on page 14)

Final Day Sends Ind. State Fair To a New High

INDIANAPOLIS, Sept. 12.—Final check showed that a record-breaking last-day throng at the 86th Indiana State Fair, September 3-9, on Friday with 24,711 paid admissions boosted total attendance to 385,620, 2,076 more than last year, which had the all-time high. Friday's attendance was 3,480 more than the total for the same day last year; 70,585 came on Thursday for a new record for that day by 346.

With a new attendance record in the bag, officials began planning for next year. Authorization was given for a 15-foot pedestrian tunnel under the race track west of the grand stand to facilitate movement of crowds in and out of the infield. Last year an automobile tunnel to the infield was placed in service in time for opening of the fair. Officials have already received approval of a WPA loan for construction of a large 4-H Club building to be completed for the next fair. In addition they will

(See FINAL DAY SENDS on page 57)

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Billposters and AFA Mull Pact; Union Acts Set for Pitts Fair

PITTSBURGH, Sept. 10.—Plans are almost completed for a pact between the American Federation of Actors and the International Alliance of Billposters, Billers and Distributors, President Leo Abernathy of the IABBD reveals. Such an agreement may be the forerunner of similar national understandings between the AFA and the AFM and possibly other AFL unions whose members work in night clubs or theaters.

The terms of the concord, still unsettled, revolve chiefly about a mutual understanding that one organization's members will actively sympathize with the other's problems, which means strike in most cases, if union policy prescribes.

The AFA membership drive here is betwixt and between. Members of the Entertainers' Federation of America and some agents who place them state that the AFA is gaining few converts. AFA representative George LaRay contends that his campaign for new button-wearers is progressing "nicely," and that a sizable turnout will be on hand for an election meeting tomorrow.

County Commissioner John Kane stated this week, "We have instructed the Allegheny County Fair director to book some sort of professional afternoon show at South Park." Producing a sesquicentennial pageant, an aqua ballet, the premiere of Judge M. A. Musmanno's

(See BILLPOSTERS on page 7)

To Delegates to the American Theater Council's Second Annual Convention

"May I take this opportunity to greet the delegates and friends of the Second Annual Convention of the American Theater Council. The eyes of the theater and of the public are focused upon this conference, intended to lend constructive aid and guidance to the coming theater season. I am confident the convention will fulfill its responsibilities.

"JAMES F. REILLY, Chairman,
"Administrative Committee,
"American Theater Council."

MARY CARLISLE
(This Week's Cover Subject)

MARY CARLISLE, popular Paramount featured player, last seen as Bing Crosby's leading woman in "Dr. Rhythm," was born in Boston and received her education in a convent there until she was eight years old. After the death of her father, Mary and her mother went to the Coast to live with an uncle who obtained for her a small part in Jackie Coogan's "If I Were King." When she was 15 a screen test resulted in several minor roles in a series of college pictures, but her career was interrupted by the insistence of a welfare worker that she return to school because of her youth. A year of private school followed, until she visited the Metro-Goldwyn-Mayer studios and was introduced to the casting director who was looking for girls for screen musical comedy work. Result of the meeting was a year's contract for Mary as a member of the studio's dancing group.

Miss Carlisle danced in "Broadway Melody," "Hollywood Revue" and other music films of that era, and in between she played bits in "Montana Moon" and "The Girl Said No." Her work, tho limited, was noticed, and she received a long-term contract from MGM, with her first important part the lead in a Technicolor short, "The Devil's Cabaret." Following this came "The Great Lover," "Hotel Continental," "Down to Earth," "The Reckless Age," "Grand Hotel" and two Al Christie comedies. Good work in these films merited her selection as one of the 13 Wampas Baby Stars for 1933.

A score of pictures for various companies led to Miss Carlisle's signing a Paramount contract in July, 1936, and she has been with that studio ever since. She recently completed the feminine lead in "Touchdown, Army," which will be released about October 7, and she is now working in "Illegal Traffic." When not appearing before the cameras she studies French, singing and dancing, and is an avid reader of biographical data. She lives with her mother in a Hollywood apartment.

Bowes Units Tops, Blackstone Big, in Seattle Vaude Survey

SEATTLE, Wash., Sept. 10.—Major Bowes units proved to be the biggest vaude attraction during the past season at the Palomar, local vaude and double-feature film house. Records were made and grosses were upped during the two occasions since January 1 when Major Bowes "amateurs" were headliners.

The biggest gross for a six-day period was the $7,100 pulled in February by a Bowes group and the film *Time Out for Love*. On the second occasion, August 1 to 7, a Bowes unit brought $6,000, along with the picture *When Were You Born?*

In dollars and cents over a seven-day period, however, biggest drawing card of the season was Blackstone the Magician. He drew $7,300, top of the year for a full week, along with the film *Torchy Blaine in Panama*. This week, however (June 13 to 19), was the week that school closed and business is usually up as graduates take in a show.

Film credited with pulling the biggest gross was Bobby Breen's *Hawaii Calls*, May 2 to 8, along with *He Couldn't Say No*. Pulled $6,000.

Bill Danz, who revealed the b.-o. records to *The Billboard*, says, "A good vaudeville show will pull more than a picture" at the Palomar, which is enjoying a fine August business. With the fine weather during the months of April, May and June there was some general slackening of business at the Palomar, but in July and August, with equally fine weather, there has been a spurt towards better business. Danz believes this is part of the general upswing.

Poland Tough on American Talent; Chiseling, Taxes

NEW YORK, Sept. 10.—American acts returning from tours of European countries bring back with them stories of all sorts of hazards and pitfalls connected with such dates, but one of the sorest spots that a great many such acts seemed to be agreed upon is the helplessness of the foreign act in Poland.

In Poland all contracts for clubs, cabarets, restaurants, etc., are issued and approved by an organization known as POZED, being no more than a protective society for the directors and owners of places of amusement. If any claim or dispute arises between employee and employer, POZED is supposed to arbitrate the difficulty, and its decision is always recognized as final. That leaves very little hope for the cause of even native artists, let alone a stranger in the land. Moreover, POZED always insists that foreign performers with a grievance sign a document (all in Polish) before it takes up their cases, and sorry indeed is the act that does not first seek the advice of a friendly lawyer or the assistance of its respective consulate. For that paper stipulates that not only the performer must accept the decision of POZED as final but promises that it will seek no further recourse in any other court in the land. For those unsuspecting ones who sign the document without scrutiny, the usual disposition of his case, regardless how big his claim or wrong, is fares to his next date.

For those who contemplate working Polish engagements can expect a series of taxations that will include one that may go as high as 11 per cent of gross salary (with no exemptions), another tax for the use of music, another one for permits to play your contracted dates, and still another one for the Polish Artists' Fund. Of course, this does not include the agents' commissions.

Wised-up performers on the other side, in almost all countries, band together and insists upon payment of salaries before each show or no show.

In a recent tour of Poland Josephine Baker assured her own and everyone else's salary by resorting to just such measures and with success.

Key City Club Bookers Join in Union Co-Op Move

NEW YORK, Sept. 10.—Howard Wheeler, president, and Frederic Watson, secretary, of the Entertainment Managers' Association, will attend a meeting of the EMA of Philadelphia and Philly union musicians September 18 to discuss their plan of establishing an effective organization to institute and maintain a minimum scale and closed union shop conditions in the club booking field in the larger cities.

Lou Walters, representing the Boston managers, has already offered to join in such a campaign, suggesting that headquarters be maintained here. Local execs expect to get co-operation from Chicago and thus sew up the high spots.

Wrangle Ends On Ducat Code

NEW YORK, Sept. 10.—After more than a week's wrangling between representatives of the ticket brokers and the League of New York Theaters, an agreement was reached to ink the ticket code desired by the latter organization and Actors' Equity Association Monday (12).

Before the settlement, however, Stanley C. Fowler, attorney for the Associated Theater Ticket Agencies, after several heated session with the League, managed to reduce the policing tax from 5 to 3½ cents. The brokers originally demanded that the rebate to the league be set at 2½ cents.

Possibilities

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For ORCHESTRAS

ADRIAN ROLLINI — possesses the prime requisites for leading an orchestra. Since the early '20s, as a member of the bygone California Ramblers, Rollini has been a name to conjure with among musicians, first for his mastery of the bass sax, then as an exponent of the goofus (Couesnophone) and currently as a vibrophone artist playing with his trio at Hotel Piccadilly, New York. His musicianship leans toward le jazz hot, but it's not so much "out of this world" that the populace of this universe couldn't appreciate. Nor is he a neophyte on directing a band, having organized many combos for many years as a recording artist. Registers just as strong on the showmanship side and is endowed with a personality that spells salesmanship.

For RADIO

ART FRANK—a vaude standard turn for years who has brought his material up to date and who rates a guest-shot consideration. Moreover, with proper material, he could handle an emsee spot on certain types of hillbilly or corn shows. His voice and delivery sell the old-timer character perfectly.

For LEGIT, Revue

TANYA TAMARA—young and talented soprano who should fit in handily in a number of spots in any musical revue. She makes a pleasing appearance, has an attractive face, shapely figure and an entirely satisfactory voice. Girl, caught at the Vine Gardens in Chicago, can be taught the tricks of showmanship, some of which she misses in that spot. However, she has the ingredients of doing something more worth while in the singing field.

Thru Sugar's Domino

THE World's Fair will accomplish enormous good for New York commercially and industrially. Certain industries indigenous to New York are already feeling the effect of the present activity and the promise of far more to come out in Flushing Meadows. Show business has not felt the Midas touch as yet, but show business will—and to the extent that no other branch of industry can possibly feel it except the hotel business. The Century of Progress put Chicago show business back on its feet and kept it going on the strength of the initial push for several years. The process will not only be duplicated in New York but it will be much more intensified and of consequence that will be considerably more far-reaching.

Of course, the film houses will do more business. For that matter, Broadway's juice stands, auction stores and apparel shops will also cater to more traffic. But the real business will be done by the more genuine branches of show business—the theaters that offer stage shows and the night clubs that cannot exist without live talent and live music. Which amounts to saying that the World's Fair should be responsible for the greatest revival of flesh in a generation. And leads to the predicition that the reverberations of the New York explosions in show business will be heard all over the nation. Again will the demand be manifested for attractions, for novelties, for new faces, for everything that the flesh business is capable of producing for the benefit of the masses' entertainment.

No forecast of show business or the season now opening can be reliable or complete without taking into consideration the effects of the fair on Broadway.

Visitors to the fair will be immersed in show business every move they make on the grounds in Flushing. But just as they did in Chicago the visitors will

(See SUGAR'S DOMINO on page 7)

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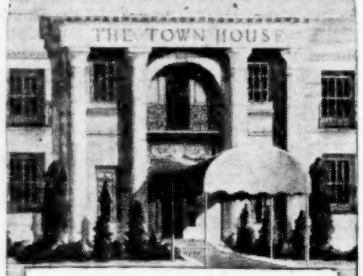

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Another Attack on ASCAP; Plan Offering Tax-Free Music And Records to Stations Afoot

LOS ANGELES, Sept. 10.—Davis & Schwegler, local printing firm, has sent copies of a letter to over 200 radio stations in which it is claimed a plausible reason is given whereby stations can be supplied with tax-free music.

One of the signers of the letter sent to the stations is Kenneth P. Davis, who was retained as attorney for a group of Washington stations. In that State Davis was able to put over legislation which practically shears ASCAP of all power in that territory. ASCAP is now seeking to have the Federal Courts reverse the decision of the Washington Legislature.

Davis stated, "It is unfair to American songwriters to have the output of American music controlled by a few publishers, many of whom have the majority of their work done by staff writers, thus destroying the incentive of young composers."

Davis cited a "typical" instance in his letter to the stations. "For example, there is a music publisher without a

(See ANOTHER ATTACK on page 7)

Broadway Beat

By GEORGE SPELVIN

ARCH OBELER returned from Europe with one of the most grisly anti-war and pre-war souvenirs. It's a clipping of an advertisement from a British newspaper advertising children's perambulators—that are gasproof. . . . Billy Glason says he's discovered a tiny movie theater which is so antique that by the time *Alexander's Ragtime Band* reaches it the picture will be down to piano and drums. The managemet of the Roxy, incidentally, was not day-dreaming when the Irving Berlin saga premiered there and the house announced its intention of holding the picture for an unprecedented five weeks. It rounded out that month and a quarter last week with a line a block long waiting for the doors to open on its last day. . . . And the tremendous power and value of publicity was further demonstrated by the amazing revival of interest in the movie's title song, which last week was the second best selling number in the country —27 years after its first publication.

• • •

HARRY ARMSTRONG, composer of that lease-breaking favorite, *Sweet Adeline*, is now playing at the Casa Manana in addition to attending to his business as a club booker. He's boasting that he's the only local booker who's also working a night club. . . . Jack Linder, brother of Mark, is back in New York after a year under the California sun. . . . The Van Heusen collar company is starting a national advertising campaign, the basis of which will be the slogan "Smart Executives Wear Smart Collars." First to illustrate the series will be Ralph Hitz, president of the Hitz Hotel chain, and he will be followed by Grover Whalen, major domo of the World's Fair and New York perennial handshaker. . . . An editorial staff member of *The Billboard* received a telegram from a friend a couple of days ago, and, instead of being addressed to the Palace Theater Building, it read—Lowest State Bldg.

• • •

A DRAMA group which is intended to be to the fur workers' union what Labor Stage is to the garment industry is being developed by Milt Luban. Shows are being performed by union furriers, admission is free, and the more successful plays are sent to perform for other unions. The furrier-actors presented Clifford Odets' *Waiting for Lefty* recently and are now preparing Albert Maltz's *Rehearsal* and Ramon Sender's *The Secret*. . . . *Collier's* considered its Paul Whiteman article in last week's issue, in which the maestro chose an All-American swing band, so important from the news-stand sale angle that it lowered its name on the front cover far below the usual position in order to give PW and his selections attention-getting top billing. 'Tis understood, also, that Whiteman received $1,000 for writing the essay, in addition to all the attendant publicity accruing to such a stint.

• • •

ELEANOR KING, legit actress who portrayed the role of the mother in the controversial *Birth of a Baby* movie snort and then garnered extra newspaper space herself by having her own child shortly after, is in New York trying to get a part in a dramatic show. . . . Ed Sullivan, *Daily News* columnist, back in town from the Coast to chaperon the Harvest Moon Ball winners for a couple of weeks, had a few interesting things to report in *Editor and Publisher* after his first year in the movie capital. It's his opinion, among other things, that Hollywood is without a peer in the field of publicity, and he claims the average of 20 pounds of press releases he receives each day proves it. And of the 20 pounds probably an ounce and a quarter is worth anything, according to the columnist, who cites one classic in which a certain star's word-pusher explains in painful detail how his meal ticket was detained in getting to the set in time because of a traffic light.

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Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c stores.

TODAY—discover this thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!

See you at the prom

. . . shouted the boys

"I got it straight from the chairman of the Dance Committee. 'Y'know,' he says, 'we've had a lot of big bands on campus here, but yours is the first the boys could hear and dance to anywhere on the floor. You've got something there and we want you back for the Prom.'"

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Double Coupons, Double Price.

Robitschek Just Can't Find A New York House for Vaude

NEW YORK, Sept. 10.—"Wanted: Anyone with a decent sized theater in the midtown district to help me lose some money in two-a-day vaude attractions. No investment. Apply Kurt Robitschek."

Such is the plight of Robitschek, vaude booker and London producer, who has been looking and dickering for a suitable spot to present "something different in two-a-day vaudeville."

"But I haven't been able to find anybody who is willing to help me lose my money," quoth Robitschek. Meaning, of course, that he hasn't been successful in inducing theater owners to play ball with him on a rental and percentage basis. He is, however, negotiating for the Broadway Theater, and the Prudence Bank, the present landlord of the shuttered house, seems to be in favor of the idea; but there are trustees to be dealt with this week.

For a time it appeared as tho he had clinched the Center Theater on a $3,000 weekly rental and percentage deal. Situation was aggravated a little more when the owners of the Winter Garden, Ziegfeld and several other large theaters vetoed the proposition. Robitschek's further frustrations came when he had what almost looked like an agreement with the Shuberts for the Majestic; but that deal, too, went the way of its unfortunate brethren. Then the New Amsterdam, but the management insisted on a $6,000 weekly rental, to which Robitschek muttered "nuts" or words to that effect.

PITTSBURGH, Sept. 12.—Baron Elliott, favorably auditioned a month ago by MCA, becomes WJAS staff band leader today, succeeding Luke Riley. Broadcasting locally six afternoons weekly, orchestrations are also being planned for CBS pick-ups.

DECCA SUING STATIONS?

Record Film Monitoring Dial Preparatory to Legal Action

NEW YORK, Sept. 10.—Decca Record Co., preparatory to bringing suit against broadcasters broadcasting its disks, is now collecting evidence against those stations which are not abiding by a Decca letter, sent out last February, ordering broadcasters not to use the platters. Suits when filed may throw a monkey wrench into the music industry and clog the machinery set into motion by the American Federation of Musicians and National Association of Performing Artists.

Basis of the Decca suit will be that the wax company has a property right in its recordings, in that it contributed "unique services" in the manufacture of the disks.

That Decca means business is indicated by the fact that it is granting no stations permission to air Decca platters. Decca has been receiving special requests from broadcasters, but wax firm's legal department feels that to grant permission would only weaken the Decca case in court.

Much of Decca's evidence is gathered by a monitor system, members of its staff making notes on stations using Decca disks—such notes including date, time of day and title. Spokesman for the company claimed that broadcasters thruout the country are using Decca material.

With AFM licensing broadcasters and using the disk threat to bring recalcitrant broadcasters into line, the Decca move takes on added significance. With the AFM sanctioning radio's use of disks under controlled conditions, the Decca gesture is regarded in some quarters as indicating its belief that such a step is not within the province of the musicians' union.

Decca once before came to grips with radio on the same subject, the occasion being the Frank Crumit vs. WHN case. Disk company was successful in securing an intervention order on the ground that it had a property right in its recordings. Final termination is still pending.

National Association of Performing Artists, seeking to establish the property right of a band leader in his recording—on the ground that the leader's interpretation is "unique"—is carefully watching developments. Feeling between NAPA and record companies is strained, some of them, including Decca, having advised users of coin-operated machines not to pay NAPA any fees.

KSO-KRNT, Des Moines, Drop Movie Premieres

DES MOINES, Ia., Sept. 10.—Emblematic of the resentment in the radio trade against the picture industry's advertising splurge in which radio is being ignored as an advertising medium, KSO-KRNT here have decided no more movie premieres will be broadcast over their facilities. Source of the info is Luther Hill's commercial manager.

Radio resentment has been quite marked. In their drive to boost box-office takes, picture companies have gone on a healthy advertising splurge with none of the appropriation going to radio. Radio complaint is that it gives pix as much free plugging as do newspapers.

At the same time, the NAB is conducting a survey seeking to evaluate the amount of free time pictures get in radio.

Jerry Cooper Tops New Tums Show

CINCINNATI, Sept. 10.—Talent lineup of *Music Box* will be headed by Jerry Cooper, vocalist. Program, to replace *Vocal Varieties* over NBC-Red beginning September 15, will be heard Tuesdays and Thursdays, 6:15-6:30 p.m. EST over NBC, with special outlet over WLW only at 10:15 p.m. EST until September 27. After that date the program will be broadcast over WLW and NBC-Red Tuesdays and Thursdays at 7:15 p.m. EST.

William Stoess continues as conductor, and the Smoothies and Grace Clauve Raine, WLW vocal director, will be retained. Sponsor, A. H. Lewis Medicine Co., for Tums, bank-rolled *Varieties* for two years.

BOSTON, Sept. 10.—Elizabeth Hart, femme pilot of WORL's *Woman of Tomorrow* program, leaves the indie station September 17 to begin new chores at NBC in Chicago.

KDKA Execs in Post Shuffles

PITTSBURGH, Sept. 10.—Derby Sproul, formerly in charge of continuity and commercial shows, has been appointed KDKA program manager, and Clarence Pettit, formerly in charge of sustaining programs, has been named director of public relations by Sherman D. Gregory, new manager. William Jackson, acting manager between Nelson's departure and Gregory's arrival, continues as sales manager, while Kay Barr carries on as publicity director. Pettit will handle civic contacts, special events and the like, while Barr takes care of the press and other publicity.

At WWSW Alan Trench has returned as a salesman after a stretch with Gulf Oil. He at one time was an announcer with WCAE.

Pitts Ams To Tour

PITTSBURGH, Sept. 10.—Plans are being considered to launch a couple vaude units composed of talent from the Wilkens WJAS Amateur Hour. More than 2,000 acts have been heard on the program emseed by Brian McDonald.

NEW YORK, Sept. 10.—Clarence Olmstead, who just resumed activity as talent buyer for Young & Rubicam, will have headquarters in New York. He will be assisted by Therese Lewis, while Joseph Stauffer will continue as Hollywood talent buyer for the agency.

Edward Andrus has joined announcing staff of WTAR, Norfolk.

"Time's" Splurge

NEW YORK, Sept. 10.—*Time*, weekly magazine, is slated to do an extensive yarn on the radio industry. Angle of approach is radio's weathering of the depression. A radio exec, possibly William Paley or Lenox Lohr, may be on the cover of the issue, which may appear Friday (16).

WFAB Sales Price To WEVD $85,000

WASHINGTON, Sept. 10. — Federal Communications Commission has granted authority to the Debs Memorial Radio Fund, Inc. (WEVD), to purchase the facilities of WFAB, now owned by the Fifth Avenue Broadcasting Corp., New York.

Sale in its essentials gives WEVD the time now shared with WFAB, allowing the Debs station to remain on the air 36 hours longer each week. Both operate on 1300 kc. and the sale involving a transfer of $85,000 covers all time contracts at time of commission approval, accounts receivable and liabilities. Studios and transmitter of WFAB will be taken over by the new owners.

Ten thousand dollars has been held in escrow pending FCC action, and $75,000 is to be paid 30 days after commission approval.

WMCA Suing Account On No Pay-Off Charge

NEW YORK, Sept. 10.—Alleging the advertiser did not pay for any time used, WMCA is suing Fotolabs, Inc., for about $4,000 claimed due for radio time. It is charged the station did not receive any payment for any of the time used.

Defendant makes a photograph outfit called Fotoprinter, enabling reproduction of pictures on materials other than paper and including paper, using the sun as the source of light exposure. Account had Frankie Basch doing a quiz show for about eight weeks.

William Wiseman is station attorney.

Canovas Replace Strouds

NEW YORK, Sept. 10.—Judy, Annie and Zeke Canova start on the Chase & Sanborn show October 2, with Stroud Twins slated to go off the week before. Stroud departure reported in *The Billboard* in June.

TWENTIETH CENTURY KLONDIKE . . . .

TEXAS today is the Nation's Klondike. It is the wealthiest market in the United States. The next radio survey to be published in The Billboard will cover listening habits in and around

BEAUMONT, TEXAS

ADDITIONAL importance accrues to the survey because of the formation of a Texas network by Elliott Roosevelt, which on Thursday of this week affiliates with the Mutual Broadcasting System.

WATCH FOR THE BEAUMONT SURVEY!

D.A. Tabbing All Hines Broadcasts

NEW YORK, Sept. 10.—Office of Thomas E. Dewey, New York district attorney, is understood on authoritative info to be keeping close tabs on every word local stations broadcast on the trial of James J. Hines. D. A. staffers, it is said, keep tuned in on the outlets, with especial reference to the various commentators assigned for regular trial coverage. These include Alvin Josephy (WOR), Frankie Basch and Leon Goldstein (WMCA) and Richard Brooks (WNEW).

Stations regarding the Hines coverage as a prime headache have made every effort to toe an even line and thus avoid being called partial to either side.

Broadcasters also feel that liberties in coverage which the dailies can afford to take do not extend to them. They feel that mishandling might result in serious repercussions, possibly from Washington.

AFRA Talks to KSAN

SAN FRANCISCO, Sept. 10.—Negotiations have begun by the American Federation of Radio Artists for a contract with KSAN, formerly KGGC. An agreement has been reached on terms except salary, according to Vic Connors, executive secretary of AFRA. If and when the contract is signed, Connors said, the salary clause will be made retroactive to September 1.

Fred Hart's option on purchase of KYA will expire September 15, at which time an announcement is expected to be made of the disposition of the Hearst-owned station. It is reliably reported that Hart will buy the station for $150,000.

Ed Jansen to KGU

SEATTLE, Sept. 10.—Edward Jansen has resigned as commercial manager of KVI, of Seattle and Tacoma, to accept position of sales and production manager at KGU, Honolulu, Hawaii.

Afflicted in 1928 with infantile paralysis, he won his way back to health after being given up by doctors and rose to a prominent executive position in radio circles of Puget Sound.

Tidewater Boosts Football Budget

SAN FRANCISCO, Sept. 10.—For the 13th consecutive year Tidewater Associated Oil Co. will present its exclusive sportscasts, with 78 football games scheduled to take the air starting September 18.

Contracts have been drawn up and signed with NBC, CBS and Mutual for coverage in California, Oregon, Washington, Arizona, Nevada and Idaho. Coin expenditure this season has been boosted to $250,000, covering the facilities and announcers.

WEVD's 'My Error' Revised

NEW YORK, Sept. 10.—WEVD's *My Error*, quiz conducted by Curtis Nicholson, has been revised in order to avoid copyright infringement claim by Edward Murphey, Shreveport, La., on the program's baseball system of scoring. Basketball analogy will be used, effective Wednesday.

Yankee's New Directors

BOSTON, Sept. 10.—Roy Harlow and Linus Travers have been elected vice-presidents of Yankee and Colonial networks at a recent directors' meeting. Travers is also production manager.

John Shepard III, prexy, made the announcements.

Consolidated Cigars, for Harvester Cigar, has contracted thru Erwin Wasey for Transradio news over WOR, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m. Frank Singiser will spiel. Contract is for 13 weeks.

NAB in Denial Role Again on Bias Yarn

WASHINGTON, Sept. 12. — For the second time in as many weeks the National Association of Broadcasters has had to deny a news story, the latest being a report that the NAB's radio news survey showed bias by 14 per cent of the stations.

Referring to the piece NAB's president, Neville Miller, stated: "Word has reached me here that there has been published . . . a survey of radio news broadcasting, purporting to be a report of a survey conducted by the National Association of Broadcasters. No such survey has been released from the headquarters of the NAB, the only agency in radio empowered to release such an Association report. Any report, purporting to be based on the findings of such a survey, is orphan, unauthorized and misleading.

"All shades of public opinion have freely attested to the fairness of American radio in its handling of news, political candidates and controversial issues. . . . But we assuredly will not accept any judgment in regard to news 'bias' which is not based on a full study of the problem, including the standards by which news 'bias' is to be adjudged."

NAB attitude is that the term bias is entirely beside the point and that it is the judgment of news importance that is involved. Any bias which may be charged generally against the industry is mistaken, the trade body holds, because it declares that most stations read the news dispatches just as they come from the machines. If the news is biased the fault lies elsewhere, according to NAB officials.

First denial of a news story by the NAB concerned a question of whether it had ever sent a letter to the government asking for the ASCAP scalp.

SUGAR'S DOMINO——

(Continued from page 4)

do their pleasant duty making the rounds of the fair, but their time will be spent for the most part seeking diversion on Broadway and its tributaries, which the city fathers have promised to dress up for the occasion and to which showmen will contribute the best their talents and pocketbooks permit. Let us thank Grover Whalen and his equally gorgeous front men for the World's Fair. Not as much could have been done for the show business if, let us say, half of the money being spent on the fair were donated directly to Broadway's showmen for the financing of their enterprises.

✣

THE thought is being advanced all along the line that sponsors and networks are on the wrong track in paying exorbitant line charges from city to city to the phone company. The point being made is that this money could be used more profitably in developing talent in the smaller towns, where talent must be developed if radio is to continue to build a solid foundation for years of future growth as an entertainment medium.

It is suggested by those who favor a policy of independent but interrelated growth that instead of one show being piped to 50 different outlets from one point of origin, 50 different shows can be developed and each would be designed to meet the requirements of the locality in which it would be broadcast. Such a procedure would open the doors of opportunity to local talent, permitting training and development for network exploitation. Local talent, it is pointed out, pulls better as a general rule than outside talent, particularly when locals are given the benefit of expert sponsorship and the direction and mounting that go with it.

We agree that there is much to be gained by breaking down shows as much as possible territorially, but that network shows possess definite advantages because of their high budgets, which independent stations cannot compete against. We feel that most of the network stars are considerably overpaid and that should leading sponsors show a tendency towards putting on local shows there would be less of a seller's market from the talent standpoint. When a sponsor has something real in the way of talent he certainly ought to use the network method as the means of reaching the greatest number of listeners most economically. But when the talent's greatness derives only from its ability to put over a bargain because of a dearth of attractions the obvious solution should be the switch—gradually but imperiously—to spot broadcasting.

Back to Work

WASHINGTON, Sept. 10.—For the first time in about two months the Federal Communications Commission has a quorum. Most of the commissioners returned to their offices after Labor Day, with Chairman McNinch again presiding over the meetings. Absent this week was Governor Case, whose return was delayed due to a slight illness.

Levy Forms Network For Penn Politics

PHILADELPHIA, Sept. 10.—Ike Levy, of WCAU, has formed a State-wide network for the coming political campaign in competition with Donald Withycomb's WFIL Quaker Network.

WCAU combo is tagged Pennsylvania Network and will consist of 16 stations with WCAU as the key. Combo has signed up the Republican State Committee, while the Quaker unit will air the Democratic ballyhoo.

WCAU network includes WAZL, Hazleton; WEST, Easton; WGAL, Lancaster; WORK, York; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WRAK, Williamsport, and WKBO, Harrisburg. Pittsburgh station is optional to the client.

Pennsylvania regional situation now has Ike Levy, of WCAU, in competition with Donald Withycomb, of WFIL. WCAU had had offices in New York for about nine months, and new net business will be conducted from these headquarters.

ANOTHER ATTACK——

(Continued from page 5)

press in his plant. He is a publisher in name only. Most of such publishers have only a small suite of offices. This one has a $25-a-week staff songwriter compose his music. This music publisher states that he employs such staff writers in order to escape infringement suits from the general public, but actually such staff writers of mediocre talent are employed to escape the payment of royalties to anyone other than the publisher himself. The composition is thus owned entirely by the music publisher, and he alone receives the emoluments." Davis further states that radio creates a demand for the publisher's music, then said publisher thru the ASCAP comes back and taxes the radio station for using said music.

Song-writing industry needs new blood, Davis further claims. He states that his organization is open to new composers, where work will be judged solely on merit and not on who happens to have their name on the stuff. He points out that 85 per cent of all radio time is taken up by music and that if something isn't done "to correct the monopoly of ASCAP" the stations themselves will suffer in the long run.

"Some stations are telling embryonic composers that their music cannot be played on the air because of the station's contract and license with ASCAP, whereby the station can only play ASCAP music." Davis further states that such a clause in any contract would be in restraint of trade, and therefore unlawful.

"Hence if stations or networks persist in refusing to play music of authors not in ASCAP when a release is offered them, or refuse for this untrue reason, they are merely endangering their own license from the government, as such treatment of the new writer is not only vicious and un-American but it is obviously against the public interest and operates only in the interest of a few—the music publishers herein condemned," Davis stated. Davis further asserts that it is impossible for a small group of writers and publishers to satisfy the music demands of 130,000,000 people.

"Mr. Schwegler and I are now amassing some 50,000 available songs. . . . Most of the symphonies, operas and operettas are in public domain. We are fast having these rearranged and brought up to date and will print them," Davis said. "We are printing popular songs for phonograph records. We are forming a national sales force and will sell records cheaply to the phonograph trade."

Davis says these records can be used by the stations tax free. Also all sheet music printed by Davis & Schwegler will be at the disposal of radio stations free, the organization giving the station a perpetual license to use said music.

Pointing out that ASCAP does not charge the musicians who plays the writer's number a fee for playing it, Davis stated it is "ridiculous" that ASCAP should charge the radio industry for using the same number since radio was responsible for the demand for the tune.

Davis says his organization would have some 3,000 programs, musical and dramatic, on wax in the next six months, renting the libraries at cheaper prices than now demanded by transcription companies. He also declared the new organization will not place its records in any establishment where coin-operated machines will replace live talent.

Evidently anticipating no easy battle, Davis asserts that he will hit full stride by 1940, at that time having enough music printed and published so that it will no longer be necessary for any radio station to pay ASCAP tax.

Plan proposed by Davis & Schwegler is somewhat similar to the public domain music offered stations by Langlois & Wentworth, New York firm. Latter, however, do not enter the publishing phase of music whatsoever.

Radio Attorneys Submit Briefs To FCC on High Power Question

WASHINGTON, Sept. 10.—Counsel for interests in the recent superpower hearing at the FCC this week filed briefs outlining their stands on the proposed rule changes. Most remarkable of the lot was a brief of mail-order-catalog proportions prepared by Louis G. Caldwell, attorney for the clear channel group. Caldwell's brief debated the service now rendered by "the American system of broadcasting," stressing its deficiencies in signal intensities and station coverage. He pointed out the "inadequacy" of present radio coverage to rural areas.

Clear channels are definitely necessary, Caldwell declared, and treated with the commission's own listener survey, which revealed preponderant favor for the exclusive channelers. Duplication of stations does not solve the problem, Caldwell held, and in discussing alternative proposals such as power increases generally, relocation of existing stations and licensing of new stations, declared them deficient.

As to the effect upon local outlets, the clear-channel attorney held that further licensing for stations in the cities would be at the expense of the rural listeners. He denied that superpower would be put to a use detrimental to the public and emphasized that the hearing did not develop any such instance.

Paul D. Spearman, counsel for the National Association of Regional Broadcast Stations, held that all clear channels should be held to 50,000 watts and that in some cases more than one station of reduced power should be assigned to the first-class channels. This can be done without violating the provisions of the Havana treaty, he said. Regional stations should have a limit of five kilowatts, he argued, and the commission should freeze the radio set-up for the regionals which now enjoy no interference outside and beyond their one microvolt night-time contours. This would permit them to continue good public service, he stated.

Representing the National Independent Broadcasters, Attorneys George O. Sutton and Arthur H. Shroeder held that exclusive air ribbons were created by a perplexed commission in the days of one-tube receivers. Listeners then were more interested in distance, and local development was sacrificed because of the yen for distant stations. They concluded that the commission could do worse than duplicating all of the clear channels east of the Appalachians and west of the Rockies. This idea, they said, would materially help the public, and the public now depending upon the secondary service of clear channels would be better off if more clear ribbons were available for duplication.

Curbstone opinion here is that superpower has two strikes on it. It is believed that the briefs prepared by the would-be radio giants was partly written for Congressional circles who periodically make tirades against high-powered radio monopolies and overgrown radio stations.

Gulf Okehs Nesbitt

NEW YORK, Sept. 10.—John Nesbitt's *Passing Parade* has been renewed by Gulf Oil for the fall. Talent included is Al Garr and Oscar Bradley's Orchestra. Young & Rubicam the agency.

AFRA's N. Y. Elections

NEW YORK, Sept. 10.—American Federation of Radio Artists' local office will hold its election meeting at the Edison Hotel September 29.

Robert Emmett Dolan, starting September 15, directs a new series, *Curtain at 8:30*, on the NBC-Blue. Deals with music introduced in old New York shows.

BILLPOSTERS——

(Continued from page 3)

newest play, and other entertainment on an amateur cast basis, the commissioners had been petitioned by union representatives to hire AFA talent.

NEW YORK, Sept. 10.—American Federation of Musicians will consider the matter of a working agreement with the AFA at its next executive board meeting. The agreement has been talked about for the last two years but was held back pending further growth of the AFA.

AFA Secretary Ralph Whitehead returned Tuesday from Washington, Philadelphia and Atlantic City, where he had been conferring with AFL leaders.

He says that, to his knowledge, the matter of the AFA contesting the Theatrical Managers, Agents and Treasurers Union's circus jurisdiction did not come up. Whitehead claims he was assured again by President William Green of the AFL that the AFA had jurisdiction over all circus employees except musicians and billposters.

Waxery Now Hiring Non-ASCAP Songwriters for Own Material

NEW YORK, Sept. 10.—Langlois & Wentworth, transcription firm, have started building a library of original compositions written for it by composers not members of ASCAP. Company has always used non-ASCAP songs, but this is the first time it has hired songwriters. This week Rollo Hudson (with NBC) recorded 24 originals, these tunes being culled from about 150 written by non-ASCAP tunesmiths. While majority of these writers are unknown in the music publishing industry, the roster includes Harry Breuer, top flight network xylophonist; George Shackley, formerly musical director of WOR, and Jimmy Barber, Phil Wall, Hudson and Sven Von Halberg.

L. & W. sometimes buy the tunes outright and sometimes contract on a royalty basis. Contract form is favorable to writers in that only mechanical rights are passed to L. & W., writers keeping publication rights. This enables composers to approach publishers with a view toward ultimately attaining ASCAP membership.

Implications of the L. & W. move are various. It is an outlet for talent which cannot, for different reasons, crack the tightly closed music industry and a means of encouraging and developing talent. Situation in the music industry is admittedly peculiar in that much talent as well as a dearth of good tunes apparently exist simultaneously. Introduction of non-ASCAP tunes by L. & W. possesses certain advantages in that costs incidental to publishing are done away with—such as printers' bills.

National Broadcasting Co. went into publishing some years ago. Chief idea in this catalog-building venture, tho, was to create for NBC a body of tunes free from the inroads of performing rights societies. Venture flopped, even tho guided by E. C. Mills, now an ultra ultra in ASCAP.

Potato Mouth Announcers Passe, Almost Human Now, Says Grauer

By BEN GRAUER

PROWLING recently in the NBC library, I stumbled upon some interesting facts concerning announcers—facts which brought into relief changes 10 years have brought in the announcing craft. I came upon a "master book" or program file of WEAF and WJZ for 1928. There were many familiar names—all mere performers then. Some are stars today, others are forgotten or out of radio. However, what interested me most was the listing of announcers as vocalists, instrumentalists and production directors. For example, it was not unusual for the program to read "A quarter hour of song with Graham McNamee"; "A baritone recital with Alois Havrilla" or "Milton J. Cross and Curt Peterson in a program of songs." All of these are no longer singing—that is, not professionally—yet there was nothing unusual about their doing so in 1928. Rather it was the rule for them to be a part of the program.

Ben Grauer

I recall the first time I applied for a radio job. I was still in college and had my eye on an announcing post. Graduation was looming and I figured to have something steady to do when there were no more lectures to sleep thru. Somebody sent me to this emporium of the new radio art—three rooms, atop a tango palace on Broadway, in the 40s.

The station manager said, "Announcer? Do you sing? Play the piano? Sorry!" All I could do was read poetry, which I did half a dozen times till I made the mistake of asking for pay. Announcers in those days had to be triple-threat men or it was no go. And if you examine the records you will find that most of the veteran announcers of today came into radio as singers or instrumentalists.

Just about 1928, however, something happened. The networks had just been formed. Commercials were sprouting. Broadcasting was putting on long pants. The announcer made an about face. From the utility hand who kept the haphazard programs going he changed into the formal dispenser of pure speech, the familiar type of the past decade. This development was quite natural. Radio was fighting hard for class and dignity. Stepchild of the entertainment world, it needed and used all the front it could muster. A fine well-modulated voice bowing in the guest lent importance and tone to the gathering—even tho the show might later turn out to be a Grade A clambake. This overestimated need for dignity accounted for the rapid rise and insidious spread of the disease called "announcer's mouth"—the courtly vocal manner (with a slight bend at the waist) of the performer conscious of a great responsibility.

Sponsoritis

The advent of the sponsors contributed largely to this unhappy state. He came into this new game wanting to put on a show. He found, seated in a corner, a well-dressed gent conning a dictionary; a well-dressed gent who said he'd read a few lines with the performers—yes—if the company's standards of annuncial conduct permitted. The sponsor soon found these standards did not permit our friend to sound human and friendly and still carry his great responsibility. So the announcer was left with the weight of network dignity on his hands—that and the plugs—which no one else wanted to do anyhow. Radio shows grew and expanded—borrowed left and right from movies and stage—but the announcer sat tight in his ivory tower minding his sibilants and box tops and letting the show ride right past him.

Then came the dawn. It started, like many good corrective measures, in satire. Somebody thought this stuffed shirt might be a good target for ridicule. Think back to the first Jack Benny Canada Dry show of 1932 and the subsequent series before he joined up with Jello. The announcer was always good for laughs—like the swell who slips on the banana peel. Ray Knight, of KUKU fame, was among the first to really kid the announcer. Some say Ben Bernie was the first to kid the announcer and the sponsor. Fred Allen went a step further and after kidding the announcer admitted him into his circle of pals before the mike, permitting him to expand as a personality.

Ed Wynn and Graham McNamee won undying fame with "gasaloon" and "the program's gonna be different tonight, Graham." Under the thin skin of the old-style formality talent was unearthed in Harry Von Zell, Don Wilson, Fred Uttal and Ken Carpenter, to name a few. Thus the announcer emerged into his present position, combining the duties of commercial salesman and master of ceremonies.

Today He Is a Man

Today the announcer has a number of new duties. He makes a speech of welcome to the studio audience, now a necessary routine in most radio shows. He trades punches with the comedian, acts as stooge, chats "informally" with the personalities of the program. He is, in fact, a definite part of the show. That is the trend—tho, as guardian of the sponsor's interests, he still retains a portion of his former reserve in order to give the sponsor's message importance and credibility.

This development has extended even to sustaining programs. The staff announcer (or "house man") is imitating his free-lance brothers in entering the new field of master of ceremonies.

The future seems to indicate a clean split between the emsee type of announcing and the old-style straight work. I feel that the latter will soon lose popularity in the face of the other style, and the straight type of work will eventually parallel that of the European announcers, clothed in anonymity and worse—dullness. A significant straw in the wind is that the annual award for diction has been suspended for the last two years. A solemn silence mantles the Academy. No one, it seems, has merited the approval of the learned. The announcer has descended from Parnassus and is prancing in the pastures.

Bill Bailey, press relations director at WLW, Cincinnati, has hit upon a novel idea in sending out press releases to the five leading trade papers. Releases, written especially for trade-paper consumption, carry the bold-face type heading, "News from WLW to . . . " with the copyrighted trade signature of trade paper to which it is directed filling out the line.

Ben Grauer, born 1908 in Staten Island, N. Y., walked into the National Broadcasting Co.'s studios in 1930, took an audition and emerged as an announcer. His career in the show business, however, goes back before this. At eight Grauer went into films, playing with Theda Bara, Pauline Frederick and other stars. He created the original picture role of Georgie Bassett in *Penrod*. In legit he took juvenile roles in *Betty at Bay*, *May Time*, revivals of *Florodora* and *The Bluebird* and Theater Guild's *Processional* in 1925. Further picture experience included *The Idol Dancer*, produced by D. W. Griffith, and *The Town God Forgot*.

Tying up his show business career with scholastic studies, Grauer took a bachelor of science degree at the College of the City of New York, during which period he became dramatic critic of the school newspaper and editor-in-chief of the literary magazine. In 1930, the year of his NBC contact, Grauer won the Sandham Prize for extemporaneous speaking. There were 200 contestants.

Thruout his dramatic affiliations Grauer occasionally participated in radio broadcasts, including the old *Empire Builders* series, *Real Folks* sketches and others. Currently he is in the fore of announcing ranks and is announcing the RCA *Magic Key*, Jergen's Walter Winchell program, Lucky Strike's Kay Kyser show, *March of Time*, *Mr. Keene* and other shows.

Air Briefs

New York By PAUL ACKERMAN

NOBODY really knows what devious activity WNEW's Larry Nixon is currently pursuing, but fan mail for his *Let's Talk It Over* on NBC included this item: "I happen to be one of those shifting women of the world, so I listened to your talk today with much interest." It's probably done in code, because Nixon promised her "recipes." Another female, titled Volorna Prissy, confides: "Hearing you say the tramp steamer could accommodate one maiden lady, I hereby ask you to kindly reserve a ticket for me. . . . Have decided to do missionary work among lonesome bachelors." . . . Peck Advertising now auditioning talent for Manhattan Soap show which will be heard over WJZ, WEAF and WABC.

When Jack Benny, Mary Livingstone and Cecil B. De Mille go on Lux Radio Theater in "Seven Keys to Baldpate," September 26, it will be De Mille's first role since "The Squaw Man." Play has been considerably revised for the occasion. . . . A. Walter Socolow's two-volume book on copyright, covering radio music and all other phases, is now on the presses. To be published soon by Baker, Voorhis. . . . Luther Reid, CBS director, bought a 40-foot cruiser. Moors it next to Mark Warnow's yacht at Port Washington. . . . Maurice Gafney and wife were slated to leave for Havana last Saturday. . . . Tommy Dorsey renewed, effective thru May. Contract covers Paul Stewart, Jack Leonard and Edythe Wright. . . . Eddie Roecker helped tag Miss America at Atlantic City Beauty Pageant.

COMING and Going: Arthur Sinsheimer, of Peck; Talbot Johns, of BBDO, and Ben Rocke returned to their desks after vacations. Rocke is now recovered from his illness. . . . Murray Carpenter, time buyer Compton Advertising, Inc., on a two weeks' vacation at Marlboro on the Hudson. . . . Ruth Barry, BBDO publicity, out on a brief jaunt, ditto John Graham, NBC press. . . . Gordon Gaymar, Compton art director, back from a two-week cruise. . . . Joe Quillen and Izzy Ellinson renewed to write on Cantor show for 18 weeks—with an option. Set by Music Corporation of America. . . . Walter Winchell was probably surprised to learn last week (in his sidekick's Nick Kenny's column) that he had been renewed for 13 weeks. . . . Muriel Wilson (Mary Lou) returning soon in a series over NBC. . . . Lyn McManus, Coast scripter for J. Walter Thompson, and his wife, former Mary Hurly, of JWT, in New York for a vacash.

Chicago By HAROLD HUMPHREY

MOST outlets here are keeping their fingers crossed and hoping Chi will not be the scene of a World's Series because of all the grief connected with the airing of the games. Cubs over the week-end were four games out of first berth, tho, and the stations' loyalty to the home team is nil. . . . Bob Labour, ex-staff announcer at WIND, returned there this week in the role of program director after taking leave of absence for the summer. . . . Malcolm Claire, NBC kiddie-story narrator, was taken ill and had to cut his stint this week. . . . Elizabeth Hart, WORL fem commentator, joins the NBC staff here next Monday. . . . WBBM is making much ado about remaining on the air an extra 45 minutes into the wee hours in order to pick up the latest flashes from the European hot box, but station will actually have quite a time scoring any extra beats since its late 2 a.m. shot coincides with 7 a.m. in Paris and London, which is long before the involved biggies have their coffee and.

Eddie and Fannie Cavanaugh, oldest radio team in Chi, are without a sponsor since Illinois Meat Co. left the ether September 2. Radio sales departments are not pushing the duo because Eddie wants to book direct and save the 10 per cent commish. . . . Chicago Motor Club starts a couple of new ones this month: "Wayside Theater," with Olan Soule on Sundays, and "The Parkers at Breakfast" for Saturdays. Don Bolt, WAAF's news editor, recalls that it has been just 15 years this month since he and Frankie Masters and Hoagie Carmichael attended Indiana University together and even then, he says, Hoagie was batting out ditties with a swingeroo sock. . . . Buddy Rogers finally signed that College Inn contract at the Sherman Hotel and will take up the baton there October 8 without any assurance of the radio wire he had insisted upon. Hostelry Manager Frank Bering has assured Buddy, however, that he would try to have the air hook-up by that time.

WLS program director George C. Biggar left that post Monday for Cincinnati, where he takes up his duties as an exec at WLW, after being connected with WLS since 1929. Phil Kalar takes over Biggar's WLS job, with Dan Hosmer assisting. . . . Quin Ryan is back at WGN after ducking a hay fever siege in Northern Michigan. . . . Press releaser Marge Kerr takes a rest from her NBC duties this week and treks to New York. . . . Ulmer Turner, radio columnist, is emseeing *The Herald and Examiner's* new WMAQ show built around the newspaper's staff of writers who will engage in a little word bantering. . . . Dave Nowinson, ex-continuity penner on WJJD, is now posted at KFI, Los Angeles.

Another Spitalny

PITTSBURGH, Sept. 10.—Spitalnys start young on the radio. Jimmy Spitalny, 14-year heir of KDKA music director Maurice Spitalny, and nephew of Phil and H. Leopold, today began a weekly series of programs featuring an eight-boy band and two teen-age singers. Jimmy directs and emsees. His dad did the same thing when he migrated to Cleveland from Russia years ago.

SAN FRANCISCO, Sept. 10.—After resignation of J. K. Craig as head of Radio Sales, CBS has consolidated that office with its network sales force here. Personnel now includes Henry M. Jackson, sales manager; Clyde P. Coombs and Charles E. Morin, salesmen.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

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Program Reviews

EDST Unless Otherwise Indicated

Fibber McGee

Reviewed Tuesday, 8:30-9 p.m. CDST. Style—Comedy and music. Sponsor—Johnson Wax Co. Agency—Needham, Louis & Brorby, Inc. Station—WMAQ (NBC network).

Not a very auspicious reopening for this weekly opus. For some reason it just wasn't up to the par expected on the strength of past performances. Maybe Fibber (Jim Jordan) hasn't had time to get into the groove yet after the vacation, because outside of a few sparkling instances he didn't have the old fire in his delivery. Hugh Studebaker as Silly Watson, Bill Thompson as Nick DePopolus and the Oldtimer, and announcer Harlow Wilcox turned in good enough jobs, but also lacked the inspired sock of previous times.

Fibber's bit with Fran Allison on getting fined by the Comedians' Protective Association for lifting "Joe Millers" and his stock rapid-fire alliteration stuff were the best bets. Donald Novis, the new addition, piped one song which was up to snuff and he might be repeated during the half hour. The Four Notes' rendition of *A-Tisket* was okeh, too. Show as caught still stands high above most of today's stints, but a comparison with its former quality is unavoidable. Mention was made by Fibber that Molly (Mary Jordan) wouldn't be back until the sawbones said the word, and listeners could almost detect a throb in his throat when he did so. Mayhap her failure to return with the show helped to put a crimp in the proceedings.

Humphrey.

Johnny Duffy

Reviewed Saturday, 7:15-7:30 p.m. Style — Organ-Piano. Sustaining on WCAE (Pittsburgh).

As an ambidextrous musician who plays the Hammond organ with one hand and a piano with another, Johnny Duffy is setting a fashion for night club entertainment in Pittsburgh that in a couple of months has moved him from a department store bazaar to a restaurant in the William Penn Hotel Grill, one of the town's top spots. Alternating solos on each instrument with combination versions of pop tunes semi-classically arranged, Duffy bears out predictions that he is one to bear watching.

Frank.

Zeb Carver and His Country Cousins

Reviewed Wednesday, 5:15-5:45 p.m. Style—Hillbilly music. Sustaining on WOR (MBS).

Hogwallow, Tenn.

Dear Pap:

Waal, it's jist like this, Zeb Carver and his Country Cousins do a right smart job on that thar programmy of theirs. Boys' stampin' grounds has been the Village Barn down in Greenwitch Village where they're edjicatin' big city folks how to do the square dance like we'uns usta do down in the hill country. Zeb sounded just like Pop Tuttle usta leadin' the fellers at the old hoe-downs when er we had us a weddin'. Does a purt nigh perfect imytachun of a train with steam, whistle, chugs and all, and he's got a nice touch on Aunt Mirandy's washboard when he ain't afetchin' out hot licks from his little brown jug.

Pappy, the hired hand round the Barn, sounds most like an opry singer while the Burnett Sisters sure sing purty. Made me a mite homesick with their *Waltz of the Hills*, specially when Frances Burnett puckered up her lips for that double whistlin'. Hank does some right fine yodelin'. Fact is, it's much better than his singin'. Ya mist sumthin' if you ain't aheard Pappy call a square dance. Yep, he uses the same rhymin' calls they use down home. Cecil Traver does some fancy tricks on the E-string of his fiddle, and the accordeen fella and the rest of the boys sure make your feet atwich. Course they rung in some songs like *Gold Mine in the Sky* that you ain't heerd as yit; but they sounds jist alike the ones you usta sing.

They'uns is the bestus I'se aheard round hyar in sum time. Nex' time you goes to prayer meetin' see if you can ketch 'em on the Squire's raddio. Folks that have a soft place in their middle for the old-time songs should alike this'un.

Hope your rheumatiz ain't worse.

Reuter.

Correction

In a story concerning a possible New England network to be built by Arde Bulova, published in the August 13, 1938, issue of *The Billboard*, it was stated that Bulova has an interest in WSPR, Springfield, Mass.

This statement is incorrect. Bulova has no financial interest whatsoever in this station.

"Five-Star Final"

Reviewed Thursday, 7:15-7:30 p.m. Style—News dramatization. Sustaining on WMCA, New York. Intercity Broadcasting System.

"With fanfare and drumrolls," as the WMCA press department is pleased to describe it, *Five-Star Final* is back on the airwaves five nights a week after a summer layoff. Its style of dramatizing news events has changed but little in the past five years.

Feeling the pulse of present-day thought, two of the three news events dramatized were of a political nature. While the enactment of the scenes were technically good, it seems to this reviewer that one was heavily flavored with an anti-Roosevelt bias. It concerned the so-called New Deal "purge," showing where the Roosevelt influence in local politics didn't help, mentioning only those candidates who were defeated. It failed, however, to report those New Deal candidates that were nominated. This is somewhat inconsistent with the principle of straight news reporting.

Other two skits, concerning the current Hitler-Czech situation, and another of local interest; the Katherine Brush experimental marriage were competently handled by a stock company consisting of Lois Jesson, Joe Boland, George Reid, Wendell Holmes, Roger de Koven and Jean Ellyn.

Directors of this program might investigate the possibility of presenting more and shorter dramatizations, as they once did, because as it stands now, *Five-Star Final* veers too much in the direction of a *March of Time* duplication, but not as good.

Gene Morgan's announcing adds a good deal of life to the program. His diction is clear, firm and easy to listen to. Incidental music is furnished by Lee Grant and orchestra. Milton Lewis did the scripting, and the direction was well handled by Philip Barrison.

Zatt.

Zion Variety Show

Reviewed Wednesday, 7:30-7:45 p.m. Style—Variety program. Sponsor—National Kosher Sausage Factory. Agency—Advertisers' Broadcasting Co. Station—WMCA (Intercity Broadcasting System).

Presumably, this program, aiming to sell kosher meat products, is also seeking a dual audience—the older and younger Jewish generations. This is not a new problem to this field, by any means. However, the program will, primarily, appeal to the older clientele, rather than the juniors. And it is a good program for the audience it seeks.

Talent includes Bobby Miller, a kid singer (and high tenor at that); Anna Farber, capable soprano who did very well on her numbers; Harry Lubin, organ; Seymour Rechzeit, cantor, and Oscar Julius and his choir. There is also a dramatic cast, recruited from WMCA's regular troupe.

Music on the program is a mixture of non-religious and secular tunes. And again it is the latter which will appeal most effectively. Audience will also like Bobby Miller's very high tenor balladeering, just as some people like persimmons.

Best part of the program the news dramatizations. Particular events chosen were hand-tailored for their purpose, first being the recent anti-Jewish steps taken by Mussolini, second the German order that all Jews adopt either Israel or Sarah as a name, depending on the sex. In these dramatizations rancor and hatred might well have been expected to run rampant. But they didn't and the quiet forcefulness of the sketches only made them a great deal more effective. The last portion of the dramatic shots, a treatment of Jacob's wrestle with the Angel of God and his being dubbed thereafter "Israel, thou shall be freed."

As evidence of the absence of rancor, the sketches, in addition to being written and played without bombast, even called Hitler and Mussolini "Mr. Hitler" and "Mr. M." An excellent writing job.

Sausage sales stories plug freshness.

Franken.

"Lum and Abner"

Reviewed Wednesday, 6:45-7 p.m. Style—Hillbilly serial. Sponsor—General Foods. Agency—Young & Rubicam. Station—WABC (CBS network).

This type of hoke comedy serial has been going on long enough to require no apologies. Wednesday session, tho, seemed a dull, plodding 15 minutes of hayseed chatter by characters usually referred to, for some vague reason, as "lovable."

Situation this time presented the Pine Ridge philosophers in the light of potential educators. This miscarriage comes about when Lum, who recently made a European trip and is being built up into a travel lecturer, claims he feels the need of a "dee-gree." Abner, aware that Lum has just inherited some 6,000 fish, suggests he build a University and make himself president and dean.

Program ends on this happy note, with Lew Crosby, announcer, trying to instill some interest into the question of whether Lum and Abner will make Pine Ridge the home of a University.

While lines and dialect are reminiscent of bad vaudeville, the boys do a good job in a very difficult medium. They not only play the Lum and Abner leads, but portray all the other personalities in the script. This is no mean talent.

Commercials are well done, opening one a testimonial.

Ackerman.

"Stranger Than Fiction"

Reviewed Monday, 10:45-11 a.m. Style—Narrative. Sponsor—Gorman's Stores. Station—WHB (Kansas City, Mo.).

Program, to be aired daily by WHB for an indefinite period, stars John Cameron Swayze, Kansas City newspaper reporter and newscaster, who makes two appearances at the mike to deliver a collection of unusual news stories and facts he runs across in his work. He's used the idea before on other sponsored programs, but it's good and registers well. Swayze's voice and presentation manner are excellent and the material he chooses makes for interesting listening.

Gene Crumm, sponsor's own announcer, handles the commercials. And tho his voice, too, is better than average, the length of the plugs makes them boring and probably ineffective. Commercials are heard four times on the quarter-hour offering, tending to steal Swayze's spot on the show. They should be whittled down.

Norvell Slater announces and introduces Swayze and Crumm. He's always good. With a little more polishing, and a cut in length of commercials, *Stranger Than Fiction* should be able to command a good share of Kansas City's morning radio audience. Program was placed direct with the station.

Dexter.

Nancy Earle

Reviewed Thursday, 11:45-12 p.m. Style—Women's comment. Station—WNEW (New York).

Nancy Earle, whose program is normally concerned with shopping advice, household and fashion notes, etc., had Eli Culbertson guesting for practically the entire 15 minutes on this show. Culbertson, among other things, revealed several unfortunate facts. These are that contract bridge is 10 years old, that 15,000,000 play the game in America and 25,000,000 thruout the world.

The American woman, according to Eli, seized upon contract bridge as an intelligent pastime which would place them on a level more nearly equal to that of men. Bridge, to Eli, is both intellectual and clean. He advises children to learn it. Claims most players are incompetent and adds they can learn by his new method.

Your reviewer once could play, quickly forgot, and is glad of it. Straight Nancy Earle program should be of more interest than a spiel like this.

Ackerman.

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Rudy Vallee numbered among his guests last week Maurice Evans, Joe Cook and Mr. and Mrs. Hugh Herbert. Evans did Poe's *William Wilson*, the story of a man whose schemes are nipped just when on the verge of success by his alter ego, whom he eventually challenges to a duel and murders, only to find he has "murdered himself." A typical Poe short story, it is quite suited to a none too subtle radio presentation, altho Evans' playing was excellent. As a matter of fact, the actor's performance had as much to do with the suspense created, it seemed, as did the vehicle itself. His voice is of rare quality.

At long last Joe Cook did his Four Hawaiians story for radio, supposedly the first time he's done it on the air. It's one of those classics which, regardless of how often heard, is still uproarious.

Probably a lot of people looked forward to Herbert's appearance on the program. Recommended for radio in *The Billboard's* Possibilities column, this film comic's delivery is hand-tailored for the air, especially to those who can visualize him. And altho he drew a few laughs Herbert showed that in common with other funnymen he's only as funny as his material. His material was unfunny, on the definite side, a threadbare article about a night at the movies and Herbert's winning of the Bank Night prize. Even Herbert's "woo woos" couldn't salvage it.

Outstanding musical part of the show was a *Moonlight Sonata* production nicely arranged by Elliott Jacoby.

The best break Lou Holtz has ever gotten since he's tried his hand at radio was on the Bob Burns Kraft Cheese summer show last week and the comic took every advantage offered. Result was that he was popping in on the show and produced a flock of laughs. Holtz has heretofore been unfortunate in his radio forays, but what the right kind of writing and handling will do is well shown in the success of this guest appearance. Not so fortunate was Lucille Ball, picture actress, who looked sort of silly when it was all over. Burns plenty good, however.

Jimmy Scribner, who writes and acts each of the roles in the *Johnson Family*, did an ace job in the Wednesday stint. Situation had the Phillpots suing the Johnsons, and Pee Wee and Mister Johnson, mainly the latter, going nuts over economic difficulties and the threat of losing the boarding house. Johnson's explanation of how his two "brains" function is, in its way, a minor classic.

Scribner played four or more roles in the Wednesday stint, giving each of them separate characterization. This, combined with the clever situations and Negro dialect, lifts the serial out of the routine class.

Kay Kyser, in his *Musical Klass*, continues to prove a solid showman with an ace band. Quiz is managed very well, with Kyser conducting affably, really getting the best out of the contestants and leaving no hard feelings. Musically, the Kyser Orchestra is good from both dancing and listening angles. It is swingy, but not extremely so—depending greatly on good musicianship.

Marion Carley, classical pianist heard on WABC, New York, 7:15-7:30 p.m. Wednesday (31), will bother Iturbi not in the least. Technique had all the brilliance brought to the keyboard by the average child of 8, halting phrasing seeming almost to imply unfamiliarity with the numbers. Some ability displayed, but not enough to warrant a CBS evening spot like this.

ORCHESTRA ROUTES

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t-theater.

(Routes are for current week when no dates are given.)

A

Ackley, Carlton: (Rancho San Pablo) El Cerrito, Calif., nc.
Alberto, Don: (El Chico) NYC, nc.
Andre, Russ: (Child's Rainbow Room) NYC, re.
Angelo: (Bertolotti's) NYC, nc.
Ash, Paul: (Roxy) NYC, t.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayres, Mitchell: (Village Barn) NYC, nc.

B

Baer, Billy: (Roseland) Brooklyn, b.
Baker, Kenny: (Palomar) Los Angeles, b.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Bartal, Jeno: (Piccadilly) NYC, h.
Basie, Count: (Famous Door) NYC, nc.
Bass, Paul: (Chateau Moderne) NYC, nc.
Beecher, Keith: (Villa Moderne) Chi, ro.
Biltmore Boys: (La Salle) Chi, h.
Bono, Americo: (Chez Ami) Buffalo, nc.
Bowen, Al: (Vesper) Lowell, Mass., cc.
Boyce, Rym: (International Casino) NYC, nc.
Bradford, Ray: (Omar's Dome) Los Angeles, nc.
Breese, Lou: (New Penn) Pittsburgh, nc.
Brigode, Ace: (Gibson) Cincinnati, h.
Burkarth, Johnny: (Southern Mansion) Kansas City, Mo., nc.
Burns, Red: (Trianon) Toledo, O., b.
Burnside, Dave: (Ansley) Atlanta, Ga., h.
Busse, Henry: (New Yorker) NYC, h.

C

Camden, Eddie: (Merry-Go-Round) Dayton, O., nc.
Carroll, Frank: (Village Tavern) Middle Village, L. I., nc.
Clancy, Lou: (Del Mar Club) Galveston, Tex., nc.
Clark, Lowry: (Iroquois Gardens) Louisville, b.
Clayman, Bob: (Lincoln Terrace) Pittsburgh, nc.
Conn, Irving: (Arrowhead Inn) NYC, nc.
Conrad, Judy: (Tower) Kansas City, Mo., t.
Copper, Al: (Kit Kat Club) NYC, nc.
Coquettes: (Ausable Chasm) Ausable Chasm, N. Y., h.
Cornelius, Paul: (Aragon) Houston, Tex., b.
Costello, Charles: (Commodore) Detroit, nc.
Covato, Etzi: (Italian Gardens) Pittsburgh, nc.
Crocker, Mel: (Lake Breeze) Buckeye Lake, O., h.
Crosby, Bob: (Blackhawk) Chi, h.
Cummins, Bernie: (Trianon) Chi, b.

D

Dailey, Frank: (Nicollet) Minneapolis, h.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Eddie: (Larue's) NYC, re.
Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
DePaul, Hugo: (Colony Club) Chi, nc.
Denny, Jack: (Claridge) Memphis, Tenn., h.
Dickey, Tommy: (Bentley) Alexandria, La., h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Diamond, Lew: (New Eden) La Grange, Ill., b.
Doe, Dudley: (Seven Ponds Inn) Southampton, L. I., ro.
Donahue, Al: (Rainbow Room) NYC, nc.
Driscoll, Murray: (St. George) Brooklyn, h.
Drummond, Jack: (Meeker's) Albany, N. Y., h.
Duchin, Eddy: (Paramount) NYC, t.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Bismarck) Chi, h.

E

Eichler, Fran: (Westview Park) Pittsburgh, b.
Eldridge, Roy: (Savoy) NYC, b.
Ellis, Segar: (Adolphus) Dallas, h.
Engel, Freddy: (University Club) Albany, N. Y., nc.
Ennis, Skinnay: (Mark Hopkins) San Francisco, h.
Ernie, Val: (Versailles) NYC, nc.

F

Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.
Fisher, Buddy: (400 Club) Wichita, Kan., nc.
Fodor, Jerry: (Jack's) Toledo, O., nc.
Fomeen, Basil: (St. Moritz) NYC, h.
Ford, Frank: (Embassy) W. Orange, N. J., re.
Frankie & Johnny: (Sagamore) Rochester, N. Y., nc.
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.
Freedman, Dave: (Herb's 1412 Club) Philadelphia, nc.
Ferdi, Don: (Stratford) Bridgeport, Conn., h.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., ro.

G

Gagen, Frank: (Statler) Detroit, h.
Gardner, Dick: (Willows) Pittsburgh, nc.
Garver, Jan: (Lyric) Indianapolis, t.
Gates, Mannie: (Royal Palm Club) Miami, nc.
Gendron, Henri: (Colosimo's) Chi, nc.
Genovese, Vince: (Old Spinning Wheel) Murphysboro, Ill., nc.
Gerard, Jerry: (Capitol City Club) Atlanta, Ga., nc.
Goho, Billy: (Bedell House) Grand Island, N. Y., h.
Gonzalez, Ralph: (St. Moritz) NYC, h.
Goodman, Benny: (Chicago) Chi, t.
Gordon, Gray: (Waco) Syracuse, N. Y., b.
Graffolier, Frenchy: (Oak Casino) Winona, Minn., nc.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Gray, Glen: (County Fair) Los Angeles.
Gray, Antoine: (Bal Tabarin) NYC, nc.
Gunler, Johnny: (Perkins Club) Kansas City, Mo., nc.

H

Hamilton, George: (Schroeder) Milwaukee, h.
Harris, Ken: (Westwood Supper Club) Richmond, Va., nc.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
Heidt, Horace: (Orpheum) Minneapolis, t.
Heller, Jackie: (Stevens) Chi, h.
Hendricks, Dick: (Club Chanticleer) Madison, Wis., nc.
Herbert, Arthur: (Ambassador) NYC, h.
Hilson, Ben: (Rendezvous Villa) Youngstown, O., nc.
Himber, Richard: (Essex House) NYC, h.
Hines, Earl: (Grand Terrace) Chi, nc.
Holst, Ernie: (Belmont Plaza) NYC, h.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
Hudgens, Ray: (Tootie's) Kansas City, Mo., nc.

I

Irish, Mace: (Chanticler) Millburn, N. J., nc.

J

Johnson, Pete: (Lone Star) Kansas City, Mo., nc.

K

Kain, Paul: (Rainbow Grill) NYC, nc.
Kendis, Sonny: (Stork Club) NYC, nc.
King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
King, Henry: (Fairmount) San Francisco, h.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Onyx Club) NYC, nc.
Kurtze, Jack: (Bennett) Binghamton, N. Y., h.

L

La Marr, Ayars: (Blue Moon) Tulsa, Okla., nc.
Lake, Sol: (606 Club) Chi, nc.
Lamb, Drexel: (Ledo Club) Jackson, Mich., nc.
Lang, Sid: (Hi Hat) Chi, nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
LeCroy, Trent: (Amber Lake) Alton, Ala., p.
Lewis, Ted: (Casa Manana) NYC, nc.
Locke, Buster: (Gibson Rathskeller) Cincinnati, h.
Long, Johnny: (Bill Green's Casino) Pittsburgh, nc.
Lopez, Jose: (Stork Club) NYC, nc.
Lopez, Vincent: (Ritz-Carlton) Boston, h.
Los Gauchos: (Club Gaucho) NYC, nc.
Loss, Jimmy: (Nelson) Rockford, Ill., h.
Loveland, Archie: (Olympic) Seattle, h.
Lucas, Clyde: (Claremont) NYC, re.
Lyman, Abe: (Chez Paree) Chi, nc.
Lyon, Bob: (Brant Inn) Burlington, Ont., Can., h.

M

McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.
McCune, Will: (Bossert) Brooklyn, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McIntyre, Lani: (Roosevelt) New Orleans, h.
McKay, Coyle: (Jefferson Beach) Detroit, b.
McShann, Jay: (Continental) Kansas City, Mo., nc.
Madriguera, Enric: (Riviera) Fort Lee, N. J., nc.
Malone, Don: (Turks Club) Shelby, Mont., nc.
Manazanares, Jose: (Colony Club) Chi, nc.
Marsala, Joe: (Hickory House) NYC, nc.
Martell, Paul: (Arcadia) NYC, b.
Martin, Freddie: (St. Francis) San Francisco, h.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Master, Freddie: (Nut Club) NYC, nc.
Masters, Frankie: (College Inn) Chi, h.
Maya: (Monte Carlo) NYC, nc.
Meeker, Paul: (Golfmore) Grand Beach, Mich., h.
Melvin, Jack: (Half Moon) Brooklyn, h.
Meroff, Benny: (Topsy's) Los Angeles, nc.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Vic: (Trianon) Seattle, Wash., b.
Molina, Mauro: (Club Tivoli) Juarez, Mex., nc.
Mooney, Art: (Webster Hall) Detroit, h.
Mozet, Billy: (Beverly-Wilshire) Beverly Hills, Calif., h.
Musso, Vita: (Villa Venice) Los Angeles, nc.
Myles, Lee: (Park Central) NYC, h.

N

Nagel, Harold: (Pierre) NYC, h.
Napolean, Phil: (Paradise) NYC, nc.
Neibauer, Eddie: (Paradise) Chi, b.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.
Nelson, Ozzie: (Strand) NYC, t.
Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.
Noble, Leighton: (Edgewater Beach) Chi, h.
Norvo, Red: (Meadowbrook) Cedarbrook, N. J., cc.

O

Olsen, George: (Waldorf-Astoria) NYC, h.
Osborne, Will: (Glen Island Casino) New Rochelle, N. Y., nc.
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P

Pablo, Don: (National Roof) Peoria, Ill., b.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pearson, Fran: (Desert Roundup) Spokane, Wash., nc.
Pedro, Don: (Graemere) Chi, h.
Pendarvis, Paul: (Palace) San Francisco, h.
Petti, Emile: (Savoy-Plaza) NYC, h.
Peyton, Jimmy: (Plaza) Pittsburgh, re.
Piemonte, Vic: (Warwick) NYC, h.
Pierce, Ross: (Gibson Sidewalk Cafe) Cincinnati, h.
Pirro, Vincent: (Riviera) Fort Lee, N. J., nc.
Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.
Price, Jesse: (Lucille's Paradise) Kansas City, Mo., nc.

R

Ravazza, Carl: (Rainbow Rendezvous) Salt Lake City, nc.
Reyes, Chica: (Continental) Detroit, nc.
Rines, Joe: (St. Regis) NYC, h.
Roades, Dusty: (Muehlebach) Kansas City, Mo., h.
Rodriguez, Nano: (Havana-Madrid) NYC, nc.
Roland, Don: (Utah) Salt Lake City, h.
Rollini, Adrian: (Piccadilly) NYC, h.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Russell, Buddy: (Fontenelle) Omaha, h.

S

Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Sapienza, George: (Silver Grill) Buffalo, nc.
Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.
Schnickelfritz Orch.: (Stanley) Pittsburgh, t.
Shelley, Lee: (Murray's) Tuckahoe, N. Y., ro.
Silvers, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Buster: (Antlers) Kansas City, nc.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., nc.
Spector, Irving: (Club Irving) Syracuse, N. Y., nc.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Strong, Benny: (Brown) Louisville, h.
Strong, Charles: (Queen's Terrace) World's Fair, Flushing, L. I., nc.
Sudy, Joseph: (Sir Francis Drake) San Francisco, h.
Sylvio, Don: (Bertolotti's) NYC, nc.

T

Tatro, Bill: (Bridgway) Springfield, Mass., h.
Thompson, Lang: (Bon Air) Wheeling, Ill., cc.
Three Commanders: (Catsina) Champaign, Ill., c.
Tito & His Swingtet: (Lincoln) NYC, h.
Tofte, Norman: (El Chico) Binghamton, N. Y., nc.

V

Velazco, Emil: (Danceland) Hammond, Ind., b.
Versatilians, The: (Abraham Lincoln) Springfield, Ill., h.
Vouzen, Nick: (Coq Rouge) NYC, nc.
Voorheis, Byron: (Belvidere) Sault Ste. Marie, Mich.
Vorden's, Vivian, All-Girl Band: (Twin Mountain Inn) San Antonio, Tex., ro.

W

Wallace, LeRoy: (Shelby Tavern) Indianapolis, nc.
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
Watkins, Sammy: (Hollenden) Cleveland, h.
Wayne, Penn: (Cafe Loyale) NYC, re.
Weldon: (Armando's) NYC, nc.
Welk, Lawrence: (Club Greyhound) Louisville, nc.
Widmer, Bus: (Arcadia) Montrose, Colo., h.
Williams, Lee: (Faust) Rockford, Ill., h.
Williamson, Douglas: (Crystal Terrace) Louisville, nc.
Wine-Gar, Frank: (Gloria) Columbus, O., nc.
Winston, Jack: (Bal Tabarin) San Francisco, nc.

Y

Yates, Billy: (El Tivoli) Dallas, nc.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Songs With Most Radio Plugs

"Tu-Li Tulip Time" Hurdles The Field Into Second Place

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, September 8. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Plugs Ind.
3	1.	You Go to My Head	Remick	31	31
1	1.	A-Tisket A-Tasket	Robbins	31	30
4	2.	I've Got a Pocketful of Dreams (F)	Santly-Joy	30	18
—	2.	Tu-Li Tulip Time	Chappell	30	9
9	3.	Stop Beatin' Round the Mulberry Bush	Bregman	29	19
2	3.	I've Got a Date With a Dream (F)	Feist	29	13
5	4.	I'm Gonna Lock My Heart	Shapiro, Bernstein	26	19
7	5.	So Help Me	Remick	24	18
14	6.	Change Partners (F)	Berlin	23	18
8	7.	Now It Can Be Told (F)	Berlin	21	20
7	7.	What Goes On Here? (F)	Paramount	21	19
18	7.	Lullaby in Rhythm	Robbins	21	16
14	7.	Small Fry (F)	Paramount	21	14
19	7.	There's a Faraway Look in Your Eye	Tenney	21	12
—	8.	How Can We Be Wrong?	Crawford	19	8
17	9.	Put Your Heart in a Song (F)	Miller	18	11
16	10.	If I Loved You More	Words and Music	16	9
16	11.	Alexander's Ragtime Band (F)	ABC	15	27
9	11.	I Hadn't Anyone Till You	ABC	15	18
19	11.	At Long Last Love (M)	Chappell	15	16
5	11.	I Used To Be Color Blind (F)	Berlin	15	12
12	11.	Don't Cross Your Fingers	Ager, Yellen	15	8
18	12.	Love Is Where You Find It (F)	Harms	14	12
10	12.	Will You Remember Tonight Tomorrow?	Bregman	14	8
8	12.	When Mother Nature Sings Her Lullaby	Santly-Joy	14	7
6	13.	Garden of the Moon (F)	Remick	13	15
19	13.	No Wonder	Crawford	13	14
13	13.	Lambeth Walk	Mills	13	14
15	13.	My Walking Stick (F)	Berlin	13	13
19	13.	Love of My Life	ABC	13	6
—	13.	Marilu		13	4
11	13.	Colorado Sunset	Gilbert	13	3
—	14.	Music, Maestro, Please	Berlin	12	20
—	14.	The Girl Friend of the Whirling Dervish (F)	Remick	12	13
18	14.	Don't Let That Moon Get Away (F)	Santly-Joy	12	12
18	15.	Beside a Moonlit Stream (F)	Famous	11	8
—	16.	Think It Over	Marlo	10	13
8	16.	Bambina	Spier	10	8
—	16.	Summer Souvenir		10	1

Stern Gets Pit Call

NEW YORK, Sept. 10.—Harold Stern has been signed by the Shuberts as musical supervisor and pit conductor for *Hellzapoppin*, variety show starring Olsen and Johnson, which opens September 26 at 46th Street Theater.

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

BALLROOMS SHORT ON NAMES

Ballrooms and Clubs Light Up

DOVER, O., Sept. 10.—Renovated thruout with new lighting and decors, Vincent Weber reopens his Spanish Ballroom next week. Lew Platt, of Salem, O., is again booking the bands, confined to district and mid-bracket combos. Policy calls for three dancing nights weekly, Shively-Yates serving as house band.

YOUNGSTOWN, O., Sept. 10.—Shuttering his summer dansant Monday (12) with Kay Kyser, Tony Cavalier moves his promotions from the Mansion in Idora Park to the downtown district at his Nu-Elms Ballroom. Top names available as well as territorial names will be presented.

Melody Lane nitery, formerly Peacock Gardens, returned to the night life scene with Joe Samarino the music maker. Floor shows may be added later. Hotel Ohio's Tallyhoo opens this week with Ted King and Blue Room of Youngstown Hotel reopens at the same time, tho no band is announced as yet for the inaugural.

AKRON, O., Sept. 10.—C. A. Sarchet launches the new season at East Market Gardens, ace downtown dansorium, Monday (12) with Claude Hopkins. Operates thrice weekly.

STEUBENVILLE, O., Sept. 10.—Half Moon nitery teed off this week, with Billy Yates occupying the band stand, while Lee Barrett is the starter at Casa Loma Gardens. Former uses floor show; Gardens books 'em in only occasionally.

TOLEDO, Sept. 10.—Louis Greiner, promoter of various local entertainment enterprises and owner of Trianon Ballroom, unshuttered his spacious dansant after a summer dormancy. Red Burns is the house band and traveling names will be brought in at least once a month. Terp tavern accommodates 1,500 dancers.

T. Dorsey Unshutters Four

NEW YORK, Sept. 10.—Harry Moss, heading the one-night department for Music Corp. of America, has lined up four ballroom openings in four days for Tommy Dorsey. The sentimental slider gets the fall season under way for the Roseland Ballroom here on the 21st; the following day at Scranton, Pa., to start Max Kierson's indoor dance promotions at the Temple; 23d in Greensburg, Pa., for Fred Luther's indoor season at the Coliseum, and Mrs. Sadie Tassie lights up her Valencia Ballroom, York, Pa., the 24th.

CRYSTAL LAKE, Wis., Sept. 10.—Instead of the usual Labor Day shuttering, Charles L. Pfrang is keeping his Lauer's Tavern open nightly for dancing until New Year's Day. Pfrang installed a heating and air-conditioning system to make for year-round operation. Garland Grant continues as house ork.

Poor Bally Hits Dorsey At N. Y. State Fair Dances

SYRACUSE, N. Y., Sept. 10.—Tommy Dorsey, playing for the first three days of dancing at the New York State Fair, proved that poor publicity makes a dance promotion nil from the financial standpoint. In fact, Dorsey was handicapped by the total lack of publicity.

As a result, tho 75,000 persons attended the fair Labor Day, spacious ballroom for 10,000 dancers had only 1,800 for the matinee and 1,500 for the evening. Ducats peddled at $1 per for all the dances, giving the day a poor $3,200. Tuesday night, with 12,000 attending the fair, ballroom held only 1,700 dancers, and Wednesday, with crowds down to 10,000, Dorsey played for 1,800. Take for the entire engagement was about $6,800, far below expectations.

Dorsey was booked in by Harry Moss, of Music Corp. of America, who also had Guy Lombardo playing last night and today (10). Paul Whiteman was the Wednesday night attraction.

Poor Rigoletto

HOLLYWOOD, Sept. 10.—Wonders never cease—at least not in that eighth wonder of the world, the movie capital. Breathless word now comes from the Metro-Goldwyn-Mayer cinema citadel that Joan Crawford, one of Leo the Lion's brighter luminaries, will give out vocally for the *Quartet From Rigoletto*, with assistance from John Carter, Betty Jaynes and Douglas McPhail.

The communique from Miss Crawford's employers states that this will be her "next excursion into the operatic field." Recalling her first is a bit difficult unless MGM considers her warbling of that great operatic aria, *Always and Always*, in her last picture as being of Metop caliber.

Bestor's $505 Puts Duncan in the Red

KANSAS CITY, Mo., Sept. 10.—Don Bestor's $505 gross last Saturday at Municipal Auditorium was plenty disappointing to promoter W. H. (Harry) Duncan. At a 40-cent tariff Bestor brought in about 1,250 dancers and resulted in a heavy loss of more than $600 for Duncan on the undertaking. Bestor's stand was the fifth in a series of "College Swing" dances being promoted here and the poorest from a financial standpoint. Joe Sanders, here three weeks ago, chalked up a neat $935 and ranks next to Clyde McCoy, who hit the highest score. Duncan plans to continue his promotions thru the fall and winter, using names when available.

In justice to Bestor it must be pointed out that competing factors undoubtedly held down the crowd. Jan Garber, a local fave, was playing a few blocks away at the Fox Theater, and dancers, too, were awaiting the unshuttering of Will H. Wittig's Pla-Mor Ballroom that week with Shep Fields on deck. Wittig gives the weekly call to the top traveling bands.

Ritz Starts Season With An Oke $525 From Hopkins

BRIDGEPORT, Conn., Sept. 10.—George McCormack and Joseph Barry started the autumn season at their Ritz Ballroom with Claude Hopkins the initialer. With prices scaled at six bits for gents and 65 cents for fems, 750 dancers turned out to make it an alrighty $525 gate.

Names are brought in each Sunday, admission prices gauged according to the band's drawing power, while the Casa Ritz Band, a local combine, handles the week-day musical assignment. Ina Ray Hutton is the next name in line, with Larry Clinton following next Sunday (18).

Dance Promotion Faces Dearth Of Barnstorming Drawing Cards

Hotel locations have first call on top bands—too few names developed to meet demand—curtailment of network wires hurts Chi bands

NEW YORK, Sept. 10.—Never before have New York hotels and class spots in key cities made such exacting demands on orkdom for the big name bands. By the time the football season gets under way, practically every big name will be intrenched on locations here, Chicago and Los Angeles. As a result, the one-night field is going to find itself without drawing cards by the time the winter months set in. And since ballroom operators and dance promoters depend entirely on the biggies for their best bets, it looks like a slim season ahead for the hinterlands. Both Harry Moss, of Music Corp of America; Billy Shaw, of Consolidated Radio Artists, and Harry Squires, of Rockwell-O'Keefe, report that demands of promoters are primarily for names. But where to get a sufficient supply to meet the call is going to prove an ache for the ballroom and booker alike. While there is a possibility of many names dropping out on being unable to justify the increased hotel budgets, there is little likelihood of their being available for one-night time. Increased demand for bands as theater attractions, both on Broadway and in key cities, will get the first call. Besides, dance promoters will have to compete with the higher antes offered by colleges and holiday club parties. At this early date it appears that Paul Whiteman is the only big name band that will shy away from locations in favor of the one-nighters.

Condition is just as acute in the race dance field, colored dance promoters finding themselves short on names with Count Basie, Jimmie Lunceford, Cab Calloway set on locations and the possibility of Duke Ellington parking at a spot. Chick Webb, however, tops the list of those taking to touring this winter.

No Money in Names For Promoter Platt

AKRON, Sept. 10.—It seems that high-priced name bands are not stacking up at the box offices as well as expected for district dance promoters. In fact, several reports show lower priced units have really made some money for the ballroom managers, while attractions in the $1,000 to $1,500 class brought them only prestige.

Lew Platt, manager of Summit Beach Ballroom here, where dance business is reported from 18 to 22 per cent ahead of last season in spite of reports that grosses were sadly off the current summer at many other near-by park spots, said: "Benny Goodman dropped money for Jerry Kriegman, Wheeling, W. Va., dance promoter, a few weeks ago—so much so that Kriegman canceled a date on Phil Harris." "The only time we flopped at Summit Beach was on a Glen Gray date," said Platt. "All our mid-bracket bands, such as Clyde McCoy, Frank Dailey, Rio Rita, Rudy Bundy and Deacon Moore, have cleared for us. Artie Shaw, in my opinion, is the best swing band in America and was our best box-office attraction this season."

Glen Park 45% Under '37

BUFFALO, Sept. 10.—Tho dance business was 45 per cent off this summer over last year, Harry Altman, owner of Glen Park Casino at Williamsville, near here, also found out that his patronage prefers sweet syncopation to the shag and jeep stuff. Using two house bands for the past month, Altman noted that patrons danced to the smooth rhythms of Bunny Wilson but only listened as tho it were an exhibition when Peanuts Holland's sepia syncos took over. Casino accommodates 2,000, but the best drawing was on Sunday nights, bringing in 850 to 900 dancers. Park biz as well as the ballroom was plenty off. Altman used names occasionally, Benny Goodman giving him his best night this summer when 1,700 turned out at $1.50 per last month to make for a $2,550 gate.

CHICAGO, Sept. 10.—Despite unsettled business conditions, band bookers will dispatch a crop of names into the Midwest one-night field, their chief worry being that there are too few name bands that have come up recently to meet the heavy demands of ballroom operators and dance promoters. Stan Zukor, who heads the Consolidated Radio Artists branch here, admits that unknown bands are hard to sell for the dance promoter today wants sure bets only. Curtailment of network wires in local hotels has hurt bands considerably, and as a result, building of names has been slowed. Points to Marvin Frederick, who finished 23 weeks at the Stevens Hotel but little known outside of Chicago.

Russell Facchine, the prominent one-night booker for Music Corp. of America, made a series of trips out of the local office getting the lowdown on band bookings from his Midwest accounts. Here, too, the cry is out for names. Tho scale bands occasionally bring in more profit, name bands add prominence to a ballroom or dance promoter that spells more coin for the op in the long run. MCA has been more fortunate on the wire situation, having bands at the Aragon and Trianon ballrooms and the Blackhawk Cafe which have desired Mutual-WGN wires.

Joe Kyser, one-night booker for Rockwell-O'Keefe, states that the office will be busy submitting both territorial and name bands to Midwest accounts. While promoters would just as well use a local band if it's just a scale band offered, Kyser explained that outfits popular in certain localities are easy to sell in the entire territory and that quite a number of them enjoy such reps.

Calloway Grand With 5G

MONTREAL, Sept. 10.—Playing for a concert and dance last Friday at the Forum here, Cab Calloway hit a high score in bringing in a crowd of 6,500 to give the gate $5,000. Ducats peddled at $1 and $1.50, plus tax, with 50 cents for spectators. Sharing honors with Calloway was June Richmond, former warbler with Jimmy Dorsey. Marks the first time that Cab has added a fem singer to the band.

Ft. Worth Record Terp Season Capped by Show Boat's $4,500

FORT WORTH, Tex., Sept. 10.—Local ballrooms and niteries chalked up one of the biggest summers in years. And with perfect weather aiding, the Labor Day holiday gave the spots a record-breaking climax. Drawing here is not only from Fort Worth, spots bringing 'em in from Dallas, which boasts no class outdoor dansants or name attractions, and from the eastern points of Northern Texas. In spite of the fact that Casa Manana with its many drawing cards closed after the holiday, the terp taverns reported better biz than the July 4 holidays, which was plenty good.

The Show Boat on Jacksboro Highway, with Art Kassel on deck, had a full load Saturday (3) and a near-load Sunday. Taking over on Labor Day, Eddie Fitzpatrick accounted for another full house. A load on this land boat is about 1,600 and with ducats going at $1 net, manager Bob Carnahan realized about $4,500 for the week-end's take. Launching his dansant this summer, Carnahan has made plans to remain open all year. Another dance floor, providing 23,000 square feet of dance space, is being built in the hold of the ship, and Carnahan will have it ready for September 29 when Wayne King comes in to start the new season. Dance will be sponsored by *The Star-Telegram* Goodfellow Fund.

Casino Park Ballroom, across the lake from the Show Boat's location, closed the season Labor Day, with capacity crowds turning out for Bill Bardo's Band. Manager George Smith will continue to light up for week-ends only until the cold weather sets in.

Bob Chester also drew capacity downtown at the Hotel Texas' Den. Bowed out after the holiday with Bob McGrew taking over.

ASCAP in the Home

NEW YORK, Sept. 10.—If a Belgian judge's decision is upheld and applied in this country persons playing their radios loud enough to be heard by the next-door neighbor will be liable to copyright fees collectible by authors, composers and music publishers. A communique reaching here advises that a court of Wavre ruled copyright owners' claims are valid when radios and phonographs are audible outside the premises of their possessors, thus, in fact, constituting a public performance. The court's decision will be put to test thruout Belgium by the Society of Authors, Composers and Music Publishers.

Krupa Makes Six Shribman Dates a Dandy With $9,500

BOSTON, Sept. 10.—Gene Krupa did very well not only for himself but for promoter Cy Shribman as well on six dates over Labor Day week-end. Band took in a neat $9,570 for the August 31-September 5 period. Starting at Bal-a-Lair, Shrewsbury, Mass., the 31st, Krupa drew 1,039 at $1.10 per for $1,140. Following night 1,793 persons paid 75 cents apiece at Kimball's, Lynnfield, Mass., totaling $1,350. September 2 the band attracted 1,694 at 75 cents, making a gross of $1,270, at Canobie Lake Park, Salem, N. H. Next date, the 3d, found 3,000 people at Ocean Pier, Old Orchard, Me., paying $1 each, and the following night Krupa lured 1,791 dancers at $1 and 175 at 50 cents at Onset, Mass., with a gross total of about $1,900. Final date, Labor Day, 1,100 paid $935 at 85 cents per at Fieldston, Marshfield, Mass.

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Orchestra Notes

By M. H. ORODENKER

Talk o' Town

ALL THE big band agencies are quite concerned over the fact that the past year produced less than a handful of orchestras as candidates for the big name class . . . those on top have been slipping, but slipping . . . as a result, the up-and-coming combos are being groomed for builder-uppers . . . BILL HARTY is back from London, coming ahead of RAY NOBLE to organize a band for Ray's new Chesterfield show on NBC that'll have Burns and Allen and Tony Martin . . . this'll be the fifth band Harty has picked for Noble in three years . . . with CORKY O'KEEFE breaking away from Rockwell-O'Keefe, MIKE NIDORF planed in from the Coast for confabs with TOMMY ROCKWELL . . . air is filled with pending deals and it won't be surprising to learn that Rockwell will tie up with one of his former partners . . . JOE GLASER adds EDDIE SOUTH to his swelling list of ace Negro attractions . . . "the dark angel of the violin" will have a band built around him, which is about time, and already Glaser has a flicker deal for South under way . . . RITA RIO gets in town October 6 for a movie short on the Warner lot.

• • • •

Culled From the Coast

Success of KEN BAKER'S solo week at Palomar, Los Angeles, may induce the management to alter its band policy a bit and break up the succession of traveling names with a local combo . . . following TED WEEMS, Baker returns for another week before GENE KRUPA takes over late in October . . . possibility that MCA may bring Baker east this winter, being one of the stronger territorial names on this shore . . . closing at Los Angeles County Fair October 2, GLEN GRAY heads east by way of theaters and ballroom stands . . . LES HITE, who once boasted of Lionel Hampton among his bandsmen, makes another colored combo signed by MCA . . . office has also inked a management binder with JOHNNY (CANDY) CANDIDO, who has a small band at Seven Seas nitery, Los Angeles . . . with JOE SUDY opening this week at San Francisco's Sir Francis Drake Hotel, BUD MALEVILLE takes over Sudy's former stand at Rio Del Mar Country Club . . . LOUIS ARMSTRONG filling in between picture scenes at the Decca waxworks . . . first cutting is from his *Going Places* flicker, *Jeepers Creepers* . . . BEN POLLACK hits Hollywood this week and starts rehearsing for the Joe Penner air show . . . RAY BRADFORD opened this week at Omar's Dome, Los Angeles nitery.

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Strictly Southland

BENNY STRONG returned for the third successive year to the Bluegrass Room of Brown Hotel, Louisville . . . and in the same Kentucky town, Greyhound Club gets JACK CRAWFORD for a two-weeker starting the 16th . . . REGGIE CHILDS plays a September 28 dance at Blue Meadow Country Club, Lexington, Ky. . . . LOU CLANCY locates at Del Mar Club, Galveston, Tex. . . . EDWARD C. BUSH plans on promoting race dances in Columbus, Miss., starting with LOUIS ARMSTRONG October 3. . . . BILLY (CRA) SHAW has lined up a string of dates for ERSKINE HAWKINS starting October 27 at Richmond, Va.; 31st in Columbus, S. C.; November 1 in Charlotte, N. C.; 2d in Fayettesville, N. C.; Greenville and Charleston, S. C., on the 3d and 4th; 7th in Macon, Ga.; 8th in Savannah and 9th in Columbus, Ga.

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New York Bandstand

RUSS MORGAN finally succumbs to a location calling, opening October 1 at Paradise Cafe . . . JERRY BLAINE is rounding up a new band for his 19th opening at Park Central Hotel . . . has (Miss) SKIPPY BURTON for the singing . . . Frank Dailey's Meadowbrook Country Club, on the Jersey side, unshutters the 16th with RED NORVO teeing off for 10 days . . . it's the Roosevelt Hotel that called for ROGER PRYOR to take over October 6 and not the Biltmore, later hospice getting FRANK NOVAK the 21st . . . on leaving the Biltmore, HARRY OWENS takes his Hawaiian harmonies for four weeks to the Baker Hotel, Dallas, and then jumps to his old stamping ground at Beverly Wilshire Hotel, Beverly, Calif., for an October 24 opening . . . Coq Rouge reopens this week with GEORGE STERNEY, HARRY HORTON makes music for the fall preem at Le Mirage and ARTHUR HERBERT lingers for another three weeks at Hotel Ambassador.

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The Western Stands

Having disbanded a couple annums back for an industrial career, JACK GILLETTE returns to the band fold again, this time with a CRA banner, and is touring the Ohio ballrooms. . . . ART MOONEY replaces Henry Theis this week at Webster Hall, Detroit . . . BILL BARDO takes in four weeks, starting the 22d, at Nicollet Hotel, Minneapolis . . . and in the same town, Radisson Hotel gets THE DICTATORS, but without MARJORIE WHITNEY, who remained behind in Chicago to sing with the Four Notes at WBBM . . . CARL (DEACON) MOORE carries on his Midwest touring, taking in the TOM ARCHER ballroom string starting the 24th at the Tromar, Des Moines . . . RAMONA fills the stand for four weeks at Cincinnati's hostelry, Netherland Plaza, starting October 20 . . . JACK DENNY has made up with CRA instead of going with MCA . . . plays a four-day date, starting the 22d at State Casino, Hammond, Ind. . . . HAL KING opens October 3 at Half Moon nitery, Steubenville, O. . . . ERNEST FODOR locates at Stork's Nest nitery, Toledo, while brother JERRY lingers at Jack's Club in the same Ohio town.

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The Eastern Stands

ETZI COVATO returns this week to unshutter his own Pittsburgh nitery, Italian Gardens . . . PHIL D'ARCY replaced Johnny Hamp at President Hotel, Atlantic City . . . Adelphia Hotel, Philadelphia, takes to the traveling bands, ALLEN FIELDING teeing off . . . and in the same Quaker City, CLEM WILLIAMS takes the stand at Arcadia-International, JOHNNY GRAFF moving over to Benny the Bum's . . . EARL MELLEN opens the 23d at Gray Wolf Tavern, Sharon, Pa. . . . after an 18-month run at Hotel Du Pont, Wilmington, Del., FLOYD MILLS takes to touring . . . before BENNY GOODMAN locates at Waldorf-Astoria, New York, the swing king takes in a dance carnival in Boston sponsored by the American Legion at Madison Square Garden mid-October . . . NORMAN FLEWWELLIN brought in JOE MARSOLAIS to head the band tour and club department for his Eastern Orchestra Service, Bridgeport, Conn. . . . BLUE BARRON'S first date on his one-night tour will be Rita Ballroom, Pottsville, Pa., on October 10 . . . tour is being handled by BILLY (CRA) SHAW.

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Notes Off the Cuff

BOB LYON and his Serenade in Blue Orchestra returns for the autumn season to the swanky Lido Deck at Brant Inn, Burlington, Ont. . . . students at Western State Teachers' College, Kalamazoo, Mich., get BARNEY RAPP for their October 8 dancing . . . Associated Orchestras of America, a new band booking agency in New York, building a combo around GENE MARVEY, singing cowboy of the horse opries . . . letter comes all the way from Ceylon, India, DR. JAZZ (Frank Sleiver) advising that he is giving his piano solo work the go by to build a band for the Regal Theater's new annex, the Garden Lounge Bar . . . Doc advises that far-off India is not far behind the times, *Snow White and the Seven Dwarfs* playing the pic palaces at the time of his writing. . . . EMIL COLEMAN grabbed off a coupla profitable society dates, playing the 16th at Jericho, L. I., for the supper dance given by Mrs. Winthrop W. Aldrich for the debut of her daughter at their Broadhollow estate and the following night for a dinner dance given by Mrs. Herbert L. Bodman in honor of her daughter, Violet, at Hill House, Glen Head, L. I. . . . and so we send our cuffs to the cleaners.

KAY KYSER pulled in a 17,000 attendance for his matinee and night show and dance Thursday (8) at the Detroit State Fair. The first of Kyser's four days here, it set a new attendance high for any attraction ever presented by the fair during its 88 years' existence.

Double in Brass

NEW YORK, Sept. 10.—Contact men for the music publishers have developed a new side line to their song plugging. Some of the boys are sprouting out as artists' representatives, taking warblers for the most part under their wings. With the publishers footing expenses on their nightly rounds, lads are doing double duty—plugging the tunes to the band leader and plugging their talent to the nitery operators. Figure the pubs have no squawks coming, since the songs will come in for a healthy plug if the warbler connects with a pay check. Besides, song plugging is a precarious profession and it is comforting to know that there are a coupla percentages coming when the going gets tough.

Hall Hits 38C on 4 Stands

NEW YORK, Sept. 10.—George Hall continued to up his b.-o. standing Labor Day week-end in hitting over $3,800 on four stands. Save for his first dance on Friday (2) repeating at Walter Reade's Casino, Asbury Park, N. J., when only 800 dancers at 50 cents per turned out for a $400 pre-holiday session, Hall left plenty of gravy for promoters. On Saturday, playing a repeat date for J. B. Sollenberger, 1,730 dancers at six bits per gave Hershey Park Ballroom, Hershey, Pa., a $1,300 take. Following night (4) at Narragansett Pier, R. I., 1,006 dancers at a dollar per realized $1,006 for promoter Cy Shribman. Labor Day stand was for Philip W. Costello at Rocky Glen Park, Moosic, Pa. Dance was sponsored by the Imperial Club of Pittston and a 1,724 turnout at 68 cents a head gave the promoter a $1,172.32 gate.

Kay Gives St. Louis Club 26C for Holiday Week-End

ST. LOUIS, Sept. 10.—Herbie Kay shuttered the season at Meadowbrook Country Club on Labor Day. Week-end take gave the management $2,600. Patrons paying $1 per, 1,060 turned out on Saturday to give the house that many dollars; 1,096 on Sunday; while Labor Day (5) fell down to about 450.

Kay left here for the Coast to take in a three-week vacation with wife, Dorothy Lamour, before resuming his Midwest tourings.

PRIOR TO HIS OPENING at Commodore Hotel, New York, September 30 Sammy Kaye takes in his final string of one-nighters starting September 8 at Hamilton, Ont., and succeeding days at Port Stanley, Ont.; Bemus Point, O.; Valley Dale Ballroom, Columbus, O.; Lexington, Ky.; Parkersburg, W. Va.; Vermilion, O.; Toledo, and on the 16th, Stoneboro, Pa.

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The Reviewing Stand

Will Osborne

(Reviewed at the Glen Island Casino, New Rochelle, N. Y.)

It's comparatively recent that Will Osborne's forte was his crooning nasology, but he recently eschewed that type of entertainment, adopted a style he calls "slide music" and at the same time seemingly changed his own method of selling himself. Results are amply worth it, for, judging from his premiere at the Glen Island Casino, Osborne is today one of the really tops in bandsapation and entertainment. His unit is more than a straight and very good terping crew, it's a strong entertaining factor in which Osborne plays a dominant role. He's affable and congenial, capers around the stand and adds a wealth of good humor to the goings-on.

Early opening night there was some doubt that Osborne might be hot enough to satisfy the ultrajitterbugs whose favorite spot is the Casino, but later he showed that he'll give them all the heat they want. Band plays a top dancing rhythm and additionally stomps it out when that's the order of the tune. Band is definitely distinctive without being in the fantastic style class, no extremely trick stuff being used. Slide music is based on trombone glissando, with occasional recourse to slide or slush trumpets to add plenty of color. Additionally, the group is strong on its comedy novelty numbers, including other band imitations, some chorus stuff and straight comedy numbers.

In addition to an occasional vocal foray at the mike himself, Osborne has Dick Rogers (not the composer) and Gail Reese. Latter is a comely lass who makes a Grade A appearance and chants okeh for this type stuff. Rogers is a vaude vet with a load of personality and whose work is helped by his stage work for years with Bob Murphy. He figures in much of the comedy work, including a corking double-talk swing chorus of *Mulberry Bush* that's a classic. He was amply liked.

Osborne has a tough assignment since this is the first time the Casino has remained open for the fall and winter, usually shuttering Labor Day and reopening New Year's Eve only. This season the spot, as swell as ever with its superb surroundings on Pelham Bay, is planning to play straight thru until New Year's Eve. Word-of-mouth should help Osborne bring trade, which, by virtue of the kids going back to school, has its ranks depleted. On straight merit as a dance and entertaining band, he should do excellently. It's one of the best groups around today.

Instrumentation is three trombone, three trumpet, four sax and three rhythm. *Franken.*

Ted Lewis

(Reviewed at the Casa Manana, New York)

LEWIS dominates the strong show here an achievement considering the fact the show is the closest to an old Palace bill on Broadway. In addition to emseeing and leading the band thru production numbers, Lewis also mounts the stand to baton his band for dance music between shows. And, altho his band is still essentially a grand vaude act, it can still do fine work dishing out solid dance music.

Lewis glitters, his battered top hat, melodramatic mannerisms and great showmanship combining to make his presence compelling. His stand-by, *Is Everybody Happy?*, still brings applause of recognition. The band stage numbers, worked mostly with specialties by Lewis, Charles (Snowball) Whittier, Loretta Lane and the Varsity Co-Eds, are finished products. Each number is real vaude stuff, the band providing swell music and the specialty people coming thru neatly. *Denis.*

Paul Kain

(Reviewed at Rainbow Grill, New York)

HERALDED as a California satellite, this Rockefeller rest room boasts a newcomer in Paul Kain for the music-making. For the record, Kain was a summer reliefer at Hotel Commodore last year in New York City. No matter, his smooth and unobtrusive rhythms should garner him a fair measure of attention without causing any undue excitement.

His is a seven-piece combo, using three tenor saxes, trumpet, bass, drum and piano, Kain tootling his tenor from the standing position. Nothing distinctive in their arrangements or presentation, selections running the gamut of popular music's limitations. Moods and tempo are nicely varied and it's all styled strictly for dancing. And once he gets 'em on the floor there's enough of an incentive to keep dancing feet happy. Youthful enthusiasm of the band covers up lack of distinction or originality.

The Duchinesque ivory massages of Kenneth Foy are a stand-out and Kain spots the pianology to best advantage. Trumpeter Harry Albretsen lends his mildish bary pipes for the vocals and bass player Ted Alexander suffered from garbled diction in his attempt to sing the rhythmic songs. Band's greatest weakness is in the song-selling and could use a good fem chirper to good advantage. *Orodenker.*

Billy Baer

(Reviewed at Roseland Ballroom, Brooklyn, N. Y.)

AFTER two summers at Bear Mountain (N. Y.) Inn, Billy Baer and his 11-piece combo debut here as house band.

Long an admirer of Hal Kemp, Baer has patterned his outfit along similar lines, but he has been shrewd enough not to produce a carbon copy. Parallel lies in the smooth cohesion of a group of good musicians working together to produce danceable, entertaining music and in a versatility of style. Certain instrumental effects, such as the sub-tone reeds played thru megaphones, are definite reminders of Kemp, but Baer imparts enough individuality to his work to thoroly remove the stamp of imitator. Kemp, for that matter, is tacitly sponsoring the band.

Instrumentation embraces three brass, four sax and four rhythm, pianist doubling celeste. Arrangements are clever, interesting and always dance-inspiring. Library includes every type of number, with sweet-swing predominating. Exhibiting more than a little showmanship, Baer varies his sets with stomperoos, ballads, tangos and novelty numbers, and for the latter department he's got a crew of personable youngsters who know how to put over a comedy lyric. Boys work in trios and ensemble on the comic ditties, using wigs and hats, etc., as well as an infectious enthusiasm that gets over well. And thru all the clowning the rhythm section doesn't forget that it's still part of a dance band and that there may be some people on the floor who would rather dance than watch.

Baer takes some vocals, and the featured girl warbler, Meredith (Belcoff), has a voice, the ability to use it correctly on sweet or swing, and grand diction that carries every word clearly across the room. *Richman.*

Penn Wayne

(Reviewed at Cafe Loyale, New York)

WAYNE, formerly arranger for Don Bestor, opened the fall season at this Fifth avenue restaurant, the first time in several years since Smith Ballew's engagement there, that the spot has concentrated on the dance angle. Booking is the first in New York for Wayne, who comes in fresh from a summer at the Bluff House, Milford, Pa.

Band should attract plenty of business to the Loyale, for its polish admirably complements the smartness of the place. No flashy sensationalism but quiet and enjoyable danceability. The band's outstanding feature is its velvety smoothness, a liability from the standpoint of the ballroom jitterbug but a decided asset in any class hotel or night spot.

The 12 men (four sax, four brass, four rhythm) don't confine themselves to sweet only. Aided by some excellent arrangements by Wayne himself, they can acquit themselves creditably on the barrelhouse side of the ledger, with sock choruses favored more than solo rides. Even on swing the smooth precision that accompanies the quieter numbers stands out. Boys know what to do with a rumba, too. Vocals are taken by Ronnie Chase (trombone) satisfactorily. Wayne also intends to add a girl singer.

Men make a nice appearance in dinner jackets, and Wayne, in tails, knows how to handle the stick over them. Crew doesn't go in much for showmanship on the angles, but it has plenty of musicianship and danceability. *Richman.*

Sheet-Music Leaders

(For Week Ending September 10)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position Last Wk.	This Wk.	
1	1.	A-Tisket, A-Tasket
2	2.	Alexander's Ragtime Band
7	3.	I've Got a Pocketful of Dreams
5	4.	Now It Can Be Told
4	5.	Music, Maestro, Please
3	6.	When Mother Nature Sings Her Lullaby
8	7.	You Go to My Head
6	8.	I'm Gonna Lock My Heart
14	9.	So Help Me
—	10.	Change Partners
11	11.	There's a Faraway Look in Your Eyes
15	12.	Small Fry
—	13.	I've Got a Date With a Dream
—	14.	Stop Beating 'Round the Mulberry Bush
—	15.	Garden of the Moon

Off the Records

By M. H. ORODENKER

Invitation to a Dance

OFFERING relaxation for those who would sit and listen, as well as the right incentive for dancing couples that eschew the fireworks for flea-hopping and big applemania, HORACE HEIDT dips into the older catalogs for his Brunswick waxing of *A Pretty Girl Is Like a Melody* and Fred Fisher's instrumental *The Dance of the Blue Danube*, which show-cases the trumpeters three. Styling the syncos for light fantastic trippings, Vocalion has GEORGE HALL for *You're as Pretty as a Picture* and *My Own;* LAWRENCE WELK for *So Help Me* and *Laugh and Call It Love*, and AL DONAHUE for *Put Your Heart in a Song* and *Any Time at All.*

KAY KYSER waxes one of his delightful novelties for Brunswick, *When the Circus Came to Town*, imparting the big-top atmosphere with barkers and pop-corn venders. Couples with a pashy pop, *Love of My Life.* Strictly in the string genre and topped by his own classic piano massages, HENRY KING adds his salon-styled syncos to the Decca listings with four slow-tempoed sides in *Put Your Heart in a Song, The Sunny Side of Things, How Can I Thank You?* and *Think It Over.*

The Song Sellers

DORIS FISHER, daughter of that prolific tunesmithy Fred Fisher, preems on the Vocalion label as PENNY WISE and her WISE GUYS, latter adding the orchestral accomps. Debut double is *Don't Let That Moon Get Away* and a song of the wide-open plains, *Side Kick Joe.* Gal has a soothing and authentic pair of pipes that are plenty potent for selling the slow songs. Nor does she have to dirty 'em up to cover any vocal deficiency. Hers is a rich voice and the returns should be rousing.

(See OFF THE RECORDS on page 67)

Art Leaves Ted for Bob

CHICAGO, Sept. 10.—Art Weems, trumpeteer, leaves brother Ted's band on the Coast this week to train in to work as a location booker for his other brother, Bob Weems, manager of the Rockwell-O'Keefe branch here. Art has been with the Weem's Ork for 15 years, but Bob feels he can cut a bigger notch on the other side of the fence in booking pastures.

Va. Beach Longs for Long

NORFOLK, Va., Sept. 10.—Cavalier Beach Club at Virginia Beach gave a farewell party to Johnny Long on the close of his summer's run last week and revealed a membership poll in which 65 per cent asked that he return to this stand next year. Bob Causer succeeded Long. Paying tribute to the maestro, Manager L. H. Windholz says this summer was the most successful in the history of the club.

Music Items

Robbins Signs Joe Venuti

WILLIE HOROWITZ, professional manager at Miller Music, has been given the sobriquet Leilani Horowitz by his contemporary song-plugging pals. Due to Miller's extensive Hawaiian catalog, Willie has been devoting his efforts to things hulu-ish these days. . . . Joe Venuti has been signed by Robbins to make special violin arrangements of standards like *Manhattan Serenade, Deep Purple* and *Holiday.* Pub will also release a book of fiddle arrangements, *Venuti Violin Rhythm.* . . . Chick Kardale and Count Basie have a new tune, *My Day Will Come.* . . . Mack Gordon and Harry Revel have a new score coming up in the latest 20th Century-Fox musical, *Thanks for Everything.* . . . Bill Wiemann, head of E. B. Marks sales department, sailed from San Francisco for Hawaii and the Philippines. Trip is a combination of business and pleasure. While he's away his firm is publishing a new one by Marion Sunhine and Al Stillman, *Tattooed Lady.*

Vincent Lopez finished penning what he considers a follow-up to his successful comedy song of a couple of years ago, *Knock, Knock, Who's There?* This one is called *The Definition Song*, and Mills is set to do the releasing. . . . All the Mills music publishing and booking interests may be housed under one roof some time in the not too distant future. Irving Mills is scouting around looking for a suitable building. . . . Eddie Cherkose, songwriter under contract to Republic Pictures, turned actor with a role in the company's *Night Hawk.* . . . Arthur Guttman will do an original score for MGM's *Ice Follies.* . . . A new Warner short in Technicolor will boast three original compos by M. K. Jerome and Jack Scholl. Film is called *Hollywood Holiday.* . . . Frederick Hollander penned the complete score for Paramount's Claudette Colbert starrer, *Zaza.* . . . Jimmy McHugh and Harold Adamson are working on the songs for the next Charlie McCarthy-Edgar Bergen opus. . . . Ralph Rainger and Leo Robin are back on the Coast after several weeks in New York setting down words and music for *Gulliver's Travels*, Max Fleischer's feature-length cartoon.

Jimmy Dorsey Mulls MCA Offers To Leave R-O'K

CHICAGO, Sept. 10.—Rumors of mutiny on the part of Jimmy Dorsey against his guardians, Rockwell-O'Keefe, took on a more concrete color here this week when it was learned that the maestro was having a heart-to-heart talk with Music Corp. of America on the basis of a future connection, should he definitely decide that R-O'K wasn't doin' right by him.

Understood that Jimmy has been dissatisfied for some little while, because he fails to see why frere Tommy should rate in higher brackets. R-O'K has the artist lined up for several one-nighters following his local Bon Air Country Club closing Thursday, but situation will probably come to a head before the ork leader leaves Chicago this week.

DEE PETERSON doing one-nighters thruout New England for Junie Edwards, head of Interstate Orchestras, Boston booking office.

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CONVENTION MULLS ROAD

Legit Leaders To Scan Big Grosses Piled Up Thruout Nation Last Year

Cities clamor for more shows—claim they can do better yet — Boston takes over a million — cross-section of grosses shows bonanza — even locals cash in

By SOL ZATT

(Continued from page 3)

Evans in *King Richard II* drew $6,000 in three performances.

Displaying unusual interest in stage shows, 22,940 Kansas City legit patrons were attracted to the local Resident Theater.

Wichita's Best Year

In neighboring Wichita Bill Floto, local manager, reported the best season since pre-depression days. On February 12 Wichita's 4,200-seat auditorium was all sold out with the exception of 400 seats for the April 23 performance of *Victoria Regina*. In the words of Floto: "The prairies are eager for legit shows."

Pittsburgh, too, played to an excellent and enthusiastic season, reporting $340,000 in gross receipts. None of the 22 shows that played the 25-week season at the Nixon Theater were flops. The American Theater Society-Theater Guild combine sold 4,537 subscriptions totaling $90,000, 1937-'38's Pittsburgh subscription sales topping the previous season's by more than 1,000. As in Kansas City, a local semi-amateur company was highly successful, more than 21,000 paying customers attending the Pittsburgh Playhouse.

In Boston the first 16 weeks of the season drew $760,400 to the cashier's wicket, with Helen Hayes breaking an all-time Hub record, grossing $113,600 in *Victoria*. Boston's $1,166,200 season more than doubled the total take of the previous year.

Memphis reported an unusual spurt of activity. Among other showings, *Brother Rat* grossed $4,300 in three performances, and *Tovarich* did $4,000 in two evening performances and one matinee. *You Can't Take It With You* played to a successful $3,000 for three showings despite a Christmas Eve and Christmas Day booking. The surprise of Memphis, however, was the $3,000 draw for one showing of *King Richard II*.

South Enthusiastic

The general box-office response thruout the South indicated renewed interest in legit. In Birmingham *Victoria Regina* attracted $7,000 in paid admissions for one showing. This is held to be a barometer of the Southern attitude toward extensively publicized road shows. This season has been the best for Birmingham in years. And in New Orleans theatergoers viewed their first legit this season since the early '30s. In anticipation of future attractions playing that city $100,000 was spent for alterations on the St. Charles Theater.

Oklahoma City, too, saw the most ambitious legit program in its history last season. Traveling attractions have been invited to play the new $1,200,000 municipal auditorium, seating 5,900.

In Omaha for the first time in many years legit ended the season in the black. *Victoria Regina* grossed just under $11,000 in two matinee performances and one evening show. Four shows presented by the Drama League did a total of $20,300.

Des Moines ended a successful year, and Nashville grossed $7,000 for one performance of *Regina*.

Indicative of the widespread interest and legit-consciousness pervading the country, even a small repertory company, the Brattelboro Players, played to popular support in Brooklyn, while 78 professional companies played summer stock, numbering 25 more than last year.

Other cities scattered thruout the country reported similar successes and are looking toward New York to send more shows out on the road during the coming 1938-'39 season. They feel confident they can do better still.

BROADWAY RUNS

Performances to September 10, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	265
On Borrowed Time (Longacre)	Feb. 3	255
Our Town (Morosco)	Feb. 4	253
Shadow and Substance (Golden)	Jan. 26	247
Tobacco Road (Forrest)	Dec. 4,'33	2028
What a Life (Biltmore)	Apr. 13	175
You Can't Take It With You (Booth)	Dec. 14,'36	742
Musical Comedy		
I Married an Angel (Shubert)	May 11	142

From Out Front

By EUGENE BURR

At last, after a lapse of more than a year, the American Theater Council has called its second convention. The council and its conventions can be fine things for the legitimate theater, and it is confidently expected that this year's meeting will actually accomplish something—something that can be proven by its results. The convention can do tremendous good—but only if its talk results in action, its plans are actually carried out and its promises to the general public, both in New York and on the road, are scrupulously fulfilled. Otherwise, it would be far better if no convention had ever been called. Delegates, all of them sincerely striving to aid the stage, must realize this. And they must even, if possible, act on it.

Last year's convention, the council's first, failed to realize, learn or heed this axiom. When the convention was announced I was enthusiastically in favor of it; or, at least, in favor of the general idea. But, being something of a doubting Thomas, I wondered just what the result would be. Later I found out, to my sorrow. The first convention was announced in a blaze of newspaper glory seldom equaled and I think never surpassed in the history of the stage. That unprecedented publicity continued thruout the sessions, blanketing the nation and wrapping the meeting in an endless ribbon of headlines. It was publicity that the theater will never manage to get again—and it started a sort of verbal race among the convention's easily stampeded delegates to see who could win the most mentions and the biggest type. Talk, plans and promises were bellowed forth until the Hotel Astor seemed one huge mouth that opened itself wide and overworked itself enthusiastically.

At the time of that first convention the general public—particularly the public on the road—was eager for an expansion of the stage. The rankling of old wounds inflicted by barnstorming shoestringers had been forgotten in the years between; and both patrons and press clamored for a chance to offer the theater a new deal. The talk that poured from the convention like a sort of mad Niagara whetted their appetite; but the action taken by the council since the sessions ended (or rather the complete lack of action taken by the council) when compared with the promises served merely as a pointed reminder of the days of 15 years ago when an "original Broadway production" turned out to be a frayed second-hand set and an "original New York cast" was revealed as a handful of frightened tyros.

For, after the first convention ended in a blaze of glory and newsprint, everyone sat back contentedly and surveyed the clippings, talking about the fine things that had been done. New York press commentators began pointing with pride. This corner, a lone and nasty dissenter, suggested merely that the real work had yet to be done—that the bonanza of publicity must be exploited, that more publicity must follow constantly, that something should honestly be done about all the nation-embracing and high-sounding plans.

But nothing was done—nothing, that is, when compared with the avalanche of publicity-inviting suggestions. Miss Antoinette Perry, practically unaided, managed to establish a series of auditions at which young players were given a chance to display their wares; Mr. John Golden, entirely unaided, offered five scholarships for budding playwrights; the convention's talk of ticket abuses may (or may not) have titivated Equity and the League of New York Theaters into getting to work on their now-accomplished ticket agreement; and several meetings were held at which the convention's directors planned wistfully to convince the railroads to run special trains for the convenience of commuting playgoers. They didn't convince the railroads, and the talk was worse than nothing at all; for, when a convention has announced it is pregnant with plans to revive the road thruout the entire nation, and then eventually gives birth to a little discussion about a commuters' train, it is a convention that looks pretty painfully silly in the eyes of the general public.

Now that more than a year has passed, it seems fair to survey the convention's effects. What were they, aside from the four things mentioned above? An unprecedented and amazing nation-wide publicity campaign (more enthusiastic and probably more powerful than that which the film industry is now trying to engineer for itself) was obtained at no cost whatsoever, and was completely thrown away, raising great and widespread public interest that was never in any way justified by the results. The one golden chance to get that publicity was used up on a dud; for certainly the papers, once bitten, will be at least somewhat wary of theater conventions for years to come, and no publicity campaign will be able to reach the heights of that first one. A country that was enthusiastically on the side of the stage has been made skeptical rather than eager, because its enthusiasm was unjustifiably aroused. And the entire job for which the first convention was called is still waiting to be done.

It's hardly a record of tremendous accomplishment.

This somewhat dispiriting review of the past is raked up not to toss a dipperful of cold water on the second convention, but merely to serve as a warning. This second convention, trimmed down to essentials and evidently planned for work rather than for show, has a chance to recoup whatever ground was lost by the first, has a chance to push strongly ahead; it has, in short, a chance to accomplish something. And it must take that chance.

It must do more than talk; it must create concrete and workable plans; it must carry out those plans as well and as quickly as possible. Otherwise, like the first convention, it will have done the theater more harm than good.

Gate Theater Schedule

LONDON, Sept. 10.—The Gate Theater has lined up its schedule for the new season. It will include two plays adapted from the French, Jean Jacques Bernard's *The Springtime of Others* and Francois Mauriac's *Asmodee*. Other items include *Private History*, a play about school life by James Courage; *The Heart Was Not Burned*, by James Laver, and *The Realm of Illusion*, a play about the mad Ludwig of Bavaria by Marian Morgan.

Road Awaiting Banner Season

Heavy bookings reported —last season's records expected to go

(Continued from page 3)

assistant and treasurer, who are in charge of the legit fare here in the auditorium's huge Music Hall.

First production will be *Pins and Needles*, opening September 29. Eleven other plays are booked definitely, including personal appearances of Tallulah Bankhead in *I Am Different*, Ed Wynn starring in *Horray for What*, Ethel Barrymore in *Whiteoaks*, Gertrude Lawrence in *Susan and God* and George M. Cohan in *I'd Rather Be Right*. At least nine other vehicles will be brought here, Goldman said, tho they are not yet signed.

The Resident Theater, local group, will present five plays. According to W. Zolley Lerner, director, Sally Rand and several other nationally known names will appear as guest artists. Jay Doten and Harry Schwimmer, technical director and president of the group, returned here this week from Hollywood, where they made arrangements for appearances for guest stars, tho names have not yet been announced.

Pitt Expects Increase

PITTSBURGH, Sept. 10.—Flesh fare for steel city this fall looks brightest in years. Altho definite dates have not been set on many shows, the Nixon has already announced American Theater Society series will include *Our Town*, the Mercury Theater's *Five Kings*, Lunt and Fontanne in *Amphitryon 38* and *The Sea Gull*, the Group Theater's *Golden Boy* and a new Theater Guild play. Pre-season subscription sales seem good, too, ATS secretary Thomas Kenyon saying today that applications to date are only about 10 per cent behind last year's, with 2,000 seats already sold.

Theater is expected to open late September or early October. In previous years Harry Brown usually leased house for road showing of movie around Labor Day for a couple of weeks prior to legit curtain raiser, but $2.20 film extravaganzas were non-existent this fall.

Pittsburgh Playhouse will open seven-show season October 25, with betting favorite for first piece Sinclair Lewis' *It Can't Happen Here*. Playhouse director Fred Burleigh assisted Alexander Dean in Cohasset production of Lewis play this summer. Each show is expected to run three weeks, with week between productions. Personnel changes include Dick Hoover, of Indianapolis, new press agent succeeding Brad Slack, and Jane Keith, Pittsburgher, recently with Theater Guild in New York, as subscription secretary.

First fall new-play premiere occurred last night at Sputh Park Municipal Theater, when Allegheny County Sesquecentennial presented Judge M. A. Musmanno's war play in 19 scenes, *The Last Full Measure*.

Boston Lists Shows

BOSTON, Sept. 10.—Labor Day ushered in the 1938-'39 Hub legit season, the Wilbur Theater opening with George Abbott's *What a Life*. Stay indefinite.

Hellzapoppin opened this evening (10) at the Shubert, the season's initial new effort, not a play but a parade of vaudeville, movie and radio entertainers, headed by Ole Olsen and Chic Johnson. Hub engagement for two weeks.

Whiteoaks includes an early Boston stop on its scheduled long tour.

The first offering of the Playwrights' Producing Co. opens at the Shubert September 26—*Knickerbocker Holiday*, a musical with book by Maxwell Anderson and music by Kurt Weill.

Amphitryon 38 finally makes its appearance here October 3 at the Colonial.

It was announced for last season, but only *The Sea Gull* flew in with the Lunts. *Amphitryon* begins the new season of the Theater Guild and American Theater Society. In for a fortnight.

Clifford Odets' *Golden Boy*, produced by the Group Theater, comes to the Plymouth October 17.

George Abbott's *The Boys From Syracuse* opens at the Shubert October 31.

Clear All Wires follows at the Shubert, date indefinite.

1,000 Subs in St. Louis

ST. LOUIS, Sept. 10.—American Theater, home of legit in this city, will open the 1938-'39 season October 16, according to Paul Beismann, manager. *Pins and Needles* will be the opening attraction, with *On Borrowed Time*, with Dudley Digges, scheduled for the week of October 23.

The Playgoers of St. Louis, an organization active in promoting organized audiences for worth-while theatrical offerings, announces that it already has subscriptions for more than 1,000 seats each week and hopes to double this number during the campaign in September and the first part of October.

Albany Likes Legit

ALBANY, Sept. 10.—The substitution of legitimate dramatic plays for motion picture offerings at Harmanus Bleecker Hall, one of the Fabian Albany theaters, proved a tremendous success this week. The change of policy met with the hearty approval of the local theatergoers. At the opening performance there was a complete sellout and 500 customers were turned away.

The opening bill presented Madge Evans in a fine performance of *Stage Door*. Next week, *Night Must Fall*, starring Douglass Montgomery and Erin O'Brien-Moore.

Summer Theater Reviews

"Wuthering Heights"

(Litchfield Summer Theater)
LITCHFIELD, CONN.

A dramatization of Emily Bronte's novel by Randolph Carter. Staged by the author in settings by John Mylrea.

Cast includes Charlotte Acheson, F. C. Purcolowe, Carter, Toni Volz, Mary Fischer and Patrick Fox.

An extremely accurate transcription of a great novel that has already proved its drawing power by attracting new patrons by the hundreds to the Litchfield Summer Theater, where it is enjoying an extended run of 12 performances.

Wuthering Heights is probably the most significant play to have been tried out in Connecticut this season, and even at that it isn't exactly new, for it ran two weeks in Litchfield last season. Casting problems, mostly, prevented it from going to Broadway last year.

Despite the fact that Carter has transposed Miss Bronte's characters to the stage with pleasing simplicity, the play cries aloud for tremendous acting skill on the part of everyone, particularly for the roles of Catherine Ernshaw and Heathcliff, her clod of a foster brother with whom she is in love, but whom she deserts when she becomes dazzled by the fine manners by Edgar Linton. Even the more simple role of Isobel, Linton's sister, who eventually marries Heathcliff and lives in unhappiness at Wuthering, pleads for boundless acting ability.

Wuthering Heights is tops for either Broadway or Hollywood.

Julian B. Tuthill.

"Love Is a Simple Thing"

(Washington Heights Actors' Guild)
NEW YORK CITY

A comedy in three acts by Paul Showers. Directed by Frank Hilliard.

Cast: Edith Fisk, Frank Hilliard, Estelle Reilley, Hal Bruzzee, Ted Scheraton, James Corbett and Frank Hannotte.

Mrs. Stewart, with her two children, lives with her political-minded Republican brother. Her daughter is in love with a young millionaire but won't marry him because of his money and instead keeps company with a middle-aged artist whom she thinks she loves. Young Phineas Stewart, ably acted by Ted Scheraton, who has been thrown out of college and is in debt, schemes up a romance between his mother and his uncle's best friend, a rich paper manufacturer, so that he wouldn't have to work for a living. Several funny twists take place to spoil Phineas' role of cupid. But, despite that, all ends well as his sister's marriage to the young millionaire makes up for his mother's altar-march with her artist. Young Stewart is set with a WPA job.

The play starts slowly and at times is a bit dragging, but it picks up speed at the halfway mark. Comedy lines, in general, are well spotted and delivered.

Love Is a Simple Thing obviously is not a play for Broadway theatergoers but serves well the purpose of this community theater. *Chris Denis.*

"Shadow" Set To Close; Plans X-Country Tour

NEW YORK, Sept. 10.—*Shadow and Substance*, Paul Vincent Carroll play that won the critics' honorable mention for the season's foreign best, will close in New York October 1 and set off on a Coast-to-Coast trek. According to present plans it will stay out all season, closing on the road just in time to allow Sir Cedric Hardwicke, its star, to fulfill a London obligation set for June 1.

Before it leaves, tho, the show will move from the Golden, where it is now playing, to the Plymouth, a few doors up the street. It will be at its new stand Monday (12), with the Golden tenanted later in the week by the revival of *Lightnin'*, with Fred Stone starred.

Original cast will go on tour. Trek will include 62 cities and will start October 3 in either Montreal or Toronto.

Holden Leaves "Time"

NEW YORK, Sept. 10.—Young Peter Holden, the sensational kid star of *On Borrowed Time*, leaves the cast permanently tonight. Eventually he'll go to Hollywood under terms of an already signed contract, but first he'll take a rest. He was given a vacation from the show during the summer and immediately after his return he took sick and was forced to leave the cast for another while. His place will be taken by Tommy Lewis. Lawrence Robinson, who was understudy for Peter, will also understudy Tommy and will play one performance a week.

Vacation for Craven

NEW YORK, Sept. 10.—Maybe tonight or maybe a week from tonight Frank Craven will leave the cast of *Our Town* for a 10-day vacation, and there's a chance that Jed Harris, producer of the show, may take his place as combined stage manager and Greek chorus. Harris almost went on once during the spring when Craven was ill but got cold feet at the last moment. If he doesn't take over the part will be played by Walter O. Hill, Craven's understudy.

Town is already getting along without the services of Martha Scott, young actress who scored one of the season's greatest personal triumphs in the feminine lead.

Shuberts Negotiating for Milwaukee Musicals

MILWAUKEE, Sept. 10.—The county park commission is considering a Shubert offer of four weeks of musical comedy and light opera at the Temple of Music next summer at a 35-cent admission.

Proposal lists employment for 40 musicians, 15 stagehands, chorus members for 24 nights. The commission just closed a successful season, which starred John Carter, Kathryn Meisle, Richard Bonelli, Lotte Lehmann and Jessica Dragonette.

Heap of Unfinished Business Left From Last Convention

NEW YORK, Sept. 10.—Delegates to the second annual convention of the American Theater Council, September 13 and 14 at the Hotel Astor here, are highly optimistic that this season's post-convention activity will be more productive than last year's, which some observers feel was almost nil. They are determined that this time the results will be more than talk.

It was pointed out that of all the resolutions passed at the last convention, from the proposed $100,000 fund to the proposed central air-conditioning plant for theaters, only two can be traced to final execution. And of the two the Council had little to do with one, merely serving as a stimulus to the enactment of the ticket code.

ATC's major (and only) accomplishment, it was said, was the auditions of younger actors and directors under the aegis of Antoinette Perry. It was Miss Perry, however, who mustered the committee together and got action; otherwise, it is felt by many, the youngsters would have received the same attention that the sound-amplifying committee gave to its project.

Partial credit is given to the Theater Council for the adoption of the ticket code, which was a major topic of discussion at the last convention, since it is felt that the Council talk helped to stimulate the League of New York Theaters and Actors' Equity Association into action.

Last year's proposals, which should be reported upon this year, include:

1. The raising of a $100,000 annual fund by assessing theaters, productions and benefit performances, to promote the interests of the affiliated groups and to aid the theater as a whole. No assessments were levied.

2. To investigate the proposal for a general promotion manager ("not a czar") for the theater. Among unfinished business.

3. To arrange for further subsidies for promising young playwrights in addition to the five $1,000 fellowships created by John Golden. A holdover.

4. To arrange for the formation of a managerial pool to hire actors on a guaranteed annual salary. To arrange a clearing house for the financing of plays. To investigate central air-conditioning and improvements of sound amplifying systems. Progress (it is hoped) will be reported on all of these issues.

6. To investigate the establishment of revival, children's, one-act play, stock and experimental theaters. None of this has been done by the Council, but there have been one-act theaters announced by commercial managements.

7. Co-operation with the Federal Theater and the government. Commercial managements thruout the year objected to FTP competition in the theater zone.

8. To arrange one early peformance a week, both in New York and important road cities, for the convenience of suburbanites. The committee held several meetings.

American Theater Council's Second Annual Convention

SCHEDULE OF EVENTS

TUESDAY—Opening Luncheon, 12:30 p.m.
Brock Pemberton, Presiding

Address of Welcome.....George M. Cohan
For the Actors.....Laurette Taylor
For the Stage Crafts.....James J. Brennan
For the Scenic Artists' Union.....Fred Marshall
For the Dramatists.....Robert E. Sherwood
Representing Mayor F. H. La Guardia.....License Commissioner Paul Moss
Brief Outline, Significance of Occasion, Restatement of Aims.....Mr. Pemberton

Business Session, 2:30 p.m.
Arthur Hopkins, Presiding

TOPIC: THE ROAD

The Needs of the Road.....Lawrence Langner
Civic Co-Operation for Guaranteed Audiences.....M. E. Holderness
Organized Audiences.....Robert Ferguson, of C. C. C.
Other Speakers: Helen Hayes, William A. Brady, William Fields, Ralph Holmes

WEDNESDAY—Business Session, 10:30 a.m.
Congressman Emanuel Celler, Presiding

TOPIC: THE PUBLIC

Theater Ticket Code.....Paul Dullzell
Facilitating Theater Attendance.....James F. Reilly
The Public Library Co-Operates.....George Freedley, Curator of Theater Collection, New York Public Library
Theater Taxes and the Public.....Milton R. Weinberger
Reply by Representative of Women's Drama Clubs

WEDNESDAY—Luncheon, 12:30 p.m.
Marc Connelly, Presiding

Representatives of the Drama Critics' Circle.....Burns Mantle
Announcement of Winners of Fellowships.....John Golden
Guest Speaker.....Herbert Bayard Swope

WEDNESDAY—Business Session, 2:30 p.m.
Frank Gillmore, presiding

The Theater and the International Drama Convention.Frank Gillmore
Address.....Orson Welles
Report on American Theater Council Auditions....Antoinette Perry
"Revival of Romance in the Theater".....Nance O'Neil
Reports of Committees which codified previous business sessions.
Reports of Committees codifying suggestions.
Open Forum

WEDNESDAY—Supper, 11:30 p.m.
Brock Pemberton, Presiding

No speeches except short speech of welcome

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47 FULL-TIME CHI SPOTS

To Use 180 Acts Per Week at Better-Than-Average Salaries

By SAM HONIGBERG

CHICAGO, Sept. 10.—The new night club season here will find in operation 13 rooms in 10 leading hotels and some 34 night spots using entertaining every night in the week. While the latter figure also includes comparatively small spots, from the point of patronage and talent budgets, it does not list the ever-changing number of out-and-out dives which dot many of the neighborhoods, book direct and pay midget salaries. Approximately the hotels consume some 36 acts weekly, while the clubs employ nearly 140 of them.

Hotels here are the best market for dance teams, six of them using ballroom pairs regularly while only an equal number of the entire club field use similar acts. In greater demand, however, are emsees that can make themselves useful as comedians or some other spot-filling specialty, single girl dancers of all types and strong novelties.

Teams are used in the Sherman, Bismarck, Palmer House, Stevens, Drake and Congress hotels, the latter two reopening for the season next month. Night spots employing them are the Chez Paree, Blackhawk, Grand Terrace (colored spot), Villa Moderne, Bon Air and Villa Venice. Reopening of Denis Cooney's Royale Frolics will probably make room for another dance team booking.

Girl lines enjoy more popularity in the late spots. While in the hotel field only the Edgewater and Palmer House employ them thruout the year, clubs featuring lines include the Chez Paree, Colosimo's, Royale Frolics, Hi Hat, Gay '90s, Grand Terrace, Bon Air, Villa Venice and 606 Club.

From every indication local spots pay comparatively higher salaries than clubs in other parts of the country. Salaries for dance teams run from $60 up, the average hotel salary being $125. Single dancers earn from $50 to $300 and emsees from $40 to $250, discounting names, of course.

Hotel rooms that will operate here this season and the approximate number of acts each is employing: Sherman Hotel, eleven (including the College Inn and the Dome); Bismarck, six (counting the Bier Stube and Walnut Room); Drake, three; LaSalle, band and vocalist; Stevens, two; Congress, four; Edgewater, two; Palmer House, four; Graemere, two, and Bravoort, three.

In the night clubs: Chez Paree, five; Colosimo's, eight; Royale Frolics, five; Hi Hat, three; Colony, one and band acts; Yacht Club, five (according to the Mandel Brothers' new policy coming in this month); Harry's New York Bar, four; Minuet Club, four; 885 Club, two; Gay '90s, four; Rose Bowl, four; Grand Terrace, four; Blackhawk Cafe, two; Ivanhoe Gardens, one; Bon Air, four; Skyrocket, two; Villa Moderne, two; Miami Club, five; 606 Club, eight; Bruns' Restaurant, three; Vine Gardens, three; Susi-Q, three; Silver Cloud, five; Franke's Casino, five; L'Aiglon, three; Thompson's 16 Club, four; The Yar, two; Club Alabam', six; The Golden Spot, four; Swingland, six; Villa Venice, eight; Dutch's, four, and Old Heidelberg, four. Bali Bali, reopening under new management next month, will use four acts.

Intermission talent and cocktail bar strollers are in heavy demand most of the year, but salaries are almost negligible. Table singers and instrumentalists come in on the sales talk that a flow of tips will fill their pockets.

Clubs in circulation last year that are not expected to operate this season include the Morrison Hotel's Casino Parisienne, Trocadero Casino, Stork Club, Cocoanut Grove, Paramount Club, Open Door and Club Petrushka, Chesterfield Club, Mayflower Casino and Blackstone Hotel's Mayfair Room.

Todd-Stern Marketing "Living Santa" Stunt

NEW YORK, Sept. 12.—Michael Todd, legit producer, and Yermie Stern, former night club owner, have put in the market an unusual lobby stunt called Cute Kris Kringle, "a living, breathing 3-inch Santa Claus living in a miniature house."

For $600 theater owners are leased this stunt from Thanksgiving to Christmas. It is a miniature house on a large base and thru its windows can be seen a miniature Santa Claus who receives and answers phone messages. Angle is to get the kiddies to tell Santa what's on their mind.

Todd and Stern have patented the affair, which is a new and startling variation of the "girl in the fishbowl" idea. Theaters may advertise that "a live Santa Claus" may be seen in the lobby. Better Business Bureau has checked and okehed the project.

About 190 theaters have contracted to exhibit the gadget.

Rochester Talent Dearth; Salaries $30-$50, $60-$100

ROCHESTER, Sept. 10.—Scarcity of good acts is already being felt by local agents as clubs reopen.

Among clubs that have reopened for the fall are Times Square, Rochester; 33 Club, Albany, and Mike's Tavern, Jamestown. Melody Gardens, Elmira, plans to use ensembles and acts.

Salaries in Rochester and territory range from $30 to $50 for singles and $60 to $100 for doubles, according to Al Norton, Charles Kramer, Harry Stone and Arthur Argyries, most active local bookers. These figures, it was stated, vary according to the type and merits of acts.

Curbstone bookers, about 12, are bobbing up again. Licensed agents are steamed up, but thus far the book-and-run agents have eluded city authorities.

N. Y. Clubs Plan Ambitious Shows; Rivalry Is Keen

NEW YORK, Sept. 10.—The new Hollywood Restaurant and the Cotton Club resume the end of this month and are expected to do much to enliven Broadway night life. The Hollywood, operated by Joe and Nat Moss and Detroit backers, will open with a one-hour show built around Bobby Sanford's line of 18 girls. Dave Oppenheim, Jack Palmer and Al Jacobs are doing the music and lyrics, including music for a new dance step. Lee Shelley's Band, now at Murray's, Tuckahoe, N. Y., will be featured. Band is now building itself up with a WOR wire and exploiting its "shuffling music." Hy Blane is stage director and Ed Weiner publicity agent.

The Hollywood has been completely remodeled for a 750 capacity, with tables in tiers and the stage raised for perfect visibility. A downstairs lounge, bar and grill will be open all day.

The Cotton Club reopens for its third year at its Broadway site September 28. Benny Davis and J. Fred Coots are doing the score and Charlie Davies will stage the dances. Veronica is doing the costumes designed by Frances Feist.

The International Casino closes September 26 for remodeling and rehearsals of the new Clifford C. Fischer revue which will open the main room October 5 with a $7.50 cover charge premiere. Most of the current 40-people London Casino revue will be used, with local acts augmenting the imported show. Two different revues will be presented nightly, *Plaisirs de Paree* at 7 p.m. and *Montmartre a Minuit* at midnight. Yascha Bunchuk will lead the show orchestra, with Larry Clinton's Band handling the hour-and-half between-show intermission and also the after-supper dancing. Clinton's Band will play the rest of the time nightly in the mezzanine lounge, which will be remodeled into a Gay Paree Village, with cobblestone floor and authentic French Montmartre atmosphere. Fischer is in on a guarantee and percentage. George Lottman will continue handling publicity.

The Warwick Hotel is spotting a show into its Raleigh Room beginning September 15, booked thru Harry Engel, of F. & M. Eleanor Sheridan, Alan Jones, Dell O'Dell and Gerry Morton's Band compose the first bill.

The Hotel White is also planning to convert its cocktail lounge into a night club. It has been using a pianist and one or two entertainers.

A Zimmerman's Hungarian club is a possibility for the Bond Building basement. Fred Selbiger, part owner of Broadway Hofbrau, is understood interested.

Arcola Inn at Arcola, N. J., will stay open thruout the year. Formerly a summer spot.

Paradise Restaurant is rehearsing its autumn show.

Billy Rose's Casa Manana continues to do big business with its name vaude bill.

Suspends Arcadia, Embassy Licenses

HARRISBURG, Pa., Sept. 10.—State Liquor Control Board suspended the licenses of the International-Arcadia and the Embassy, Philadelphia night spots, for 15 days each, effective September 5.

Spots may continue to serve food, but cannot employ talent because amusement permit goes with liquor license. Both Philly spots were cited for "Sunday sales (of liquor); providing entertainment during hours or days when sales are prohibited."

New Detroit Night Club

DETROIT, Sept. 10.—Chene-Trombley Cafe has been reopened by John Jones and John Paulus, after extensive remodeling, as one of the leading east side night spots. Cecil Rhodes and orchestra set for an indefinite run by Del-Ray Office. Floor shows will be used.

Talent Agencies

THE TEN principal spots booked by the Amusement Booking Service, Detroit, are doubling their budget. These include the Gloria, Columbus, O.; Merry-Go-Round, Dayton, O., and Green Mill, Saginaw, Mich., opening this week. The Deer Head Inn, Lansing, Mich., opens September 26, using a 15-people unit. Ambassador Club, Detroit, reopens September 15 under management of Pete Parker and Gus Brown.

WALLY WANGER, New York, has lined a number of new spots that include Leon and Eddie's and Queen Mary in New York; the Bedford Rest, Brooklyn; the 2 o'Clock Club, Baltimore; Continental Arms, Baltimore. The Chez Maurice, Montreal, becomes his in a month. . . . JACK BERTELL, New York, has broken into the exclusive bookings by the William Morris office of Ben Marden's Riviera, having placed Gracie Barrie and the Reillys in the current show. . . . HARRY STONE, New York, recently brought on the carpet on charges by the AFA, has been absolved of all counts and his case dismissed by Paul Moss, New York commissioner of licenses. . . . WORLDWIDE THEATRICAL CIRCUIT, San Francisco, is now booking attractions at Bradley's, Tiny's, Nina Mitchell's Colonial Room and the Mandarin Burly House, all in San Francisco, and the Louis Cafe, Oakland, Calif.

BERNARD BERNARDI, New York floor-show producer, is on the lookout for chorus girls and specialty acts.

VOLAN BOOKING AGENCY, Syracuse, has booked acts into the Rex Grill, Syracuse; the Club Candee, Syracuse; Club Lido, Syracuse; Kenmore Hotel, East Syracuse; Southwick Beach, Belleville, N. Y., and Twin Elms, Sidney, N. Y.

Number Eight in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about the Night Clubs-Vaudeville Department of The Billboard.

ROY STEFFEN

Managing Director

of the

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Club Talent

New York:

ST. REGIS HOTEL has also succumbed to the ice-show novelty and has installed a movable ice rink with overhead lighting effects for the new show coming in October 5. Opening are Dorothy Lewis, Nathan Walley, Sam Jarvis and the Simpson Sisters, all direct from a 20-week run at the International. . . . BELLE BAKER, Joe E. Lewis, Ted Lewis, George Jessel and Cross and Dunn are set as the successive features of the shows at the Beverly Hills Country Club, Newport, Ky., starting this week. They were set by the INGALLS-DAVIES office here.

BARBARA BANNISTER, heiress to a $20,000,000 fortune, turned entertainer Sunday night as first of a series of "guest stars" at Leon and Eddie's. She hopes to get a revue or picture spot. . . . ADRA COOPER, dancer, is in New York for night club work. . . . F. & M. will spot four acts and a line of 12 for two to four-week runs at the Club Esquire, Toronto.

RAMON AND RENITA, at the Vista Del Arroyo Hotel, Pasadena, Calif., began an indefinite engagement at the St. Regis September 6. . . . FRED LE QUORNE has stil another of the famous Donahue line as a pupil. This one is Julia Donahue Higgins, specializing in ballroomery. . . . RETA RAY, another graduate from the Le Quorne menage, is now in Europe. Her sister, Lee Gould, is secretary to the dancing master. . . . FELIX BRESSART, comic and a very recent arrival from the other side, brought here by agent Jack Bertell, has already been signed by Universal. . . . ENDOR AND FARRELL are set to follow Eddie Garr into the Riviera.

Chicago:

ELAINE AND BARRY will top the first Drake Hotel show opening October 8. . . . ED ALLEN is held over in his 11th week as emsee of the Palmer House bill. . . . RIO BROTHERS are in, after opening and closing in an Ed Gardiner tryout unit in Evansville, Ind. . . . MERRIEL ABBOTT, producer of the Palmer House shows, has returned from South America.

RADIO RAMBLERS (Rice, Vine and Rogers) open at the Royale Frolics September 28. Set by Bobby Gordon, of the Duke Yellman office. . . . BOOTS McKENNA returns with his line of girls to the College Inn October 8. . . . CARMELA AND GABRIEL CANSINO have been held over at the Bismarck Hotel. . . . JEAN MONA, after 16 weeks at the Chez Paree, opened Friday (9) at the Chicago Theater. . . . JOE E. LEWIS and Don Hooton, after their respective engagements at the Hi Hat and Palmer House, open at the Beverly Hills Country Club, Newport, Ky., September 30. . . . COLLETTE has just completed a 15-week contract at the 606 Club and is being held over for the new show.

Here and There:

DON TRANGER, taken into New York recently by Mills Artists, Inc., opens a three-day stand at the State Theater, Baltimore, September 15. . . . SONNY ROBERTS TRIO, strolling minstrels, have returned to Cincinnati to play night spots. . . . BELLE BAKER, who topped the bill at the premiere performance at Beverly Hills Country Club, Newport, Ky., will return there September 16. . . . MANNO AND STRAFFORD are appearing at the Bolton Hotel, Harrisburg, Pa. Heading toward Chicago next.

PRINCESS ORELIA and Pete and Co., with their gorilla, Engagi, left the Paradise, Atlantic City, for the Southland Club, Boston, opening September 21. . . . SALLY KEITH closed a lengthy engagement at the Nomad, Atlantic City, September 4 to open at Leon and Eddie's, New York, September 6. . . . BUSTER HEWITT, emsee, moved from the Progress to the Frolics Club, Atlantic City, September 3. . . . ONDRA, Cuban dancer, shifted from the Nomad, Atlantic City, to the 606 Club, Chicago. Opened September 26 for two weeks thru Sammy Clark. . . . THE FOUR EARLS, at the Park Central, New York, are now featuring *A Pocketful of Dreams.*

CAPERTON AND COLUMBUS and Marbeth Wright go into the Mounds, Cleveland, on the 19th. . . . SHARLAN AND ALDYTH closed at Red Gables, Indianapolis, and opened at the Lookout House, Covington, Ky., September 12.

Dressing Room Poet

PHILADELPHIA, Sept. 10. — The Walton Roof boasts a new variation of the back-fence poet.

He's Eddie O'Neill, 21-year-old busboy, who spends his time between lugging dishes writing ballads about members of the cast on the walls of the dressing room. And, strange as it may seem, they're clean and darn good.

Jeff City Spot Folds; Burke Tavern Now Tops

JEFFERSON CITY, Mo., Sept. 10.—Carl Lane's The Big Top, regarded as ace high among local niteries, has folded, and what appeared to be one of the best efforts to date to put Central Missouri on the night club map folds with it.

Most of Lane's talent was local and has shifted to other spots here. Doug Frew, emsee, now sings at Bob Burke's Capitol Tavern here. Lewis Kinman and Mark Dewey moved to Harold Muri's The Diner.

Burke's Capitol Tavern is current top grosser here. Burke emsees his floor shows. Frew and Melvin Miller are the main attraction, Frew with his effective vocals and Miller on the new Hammond electric organ. Burke's gross runs to between $800 and $900 a week, while food and drinks are tops.

Negro Shows for Detroit

DETROIT, Sept. 10.—The Plantation Club, directed by Ted Blackman, has introduced a type of night club entertainment new here, consisting of miniature Negro revues.

Night Club Management

By GEORGE COLSON

Special Events Click

SPECIAL event nights have proved a boon to night clubs in varying degrees, but down in Miami the Town Casino has found it profitable and not at all too monotonous to install a special event for nearly every night of the week.

On Wednesday nights the attraction is movies taken of the patrons, the candid shots being shown a week later. Thursday is guest artists' night, catering especially to musicians and other professionals, many from neighboring clubs, with a drink on the house for them and a continuous impromptu show that lasts to the wee hours, plus a "Jiggs" corned beef and cabbage dinner, all for $1. Friday is amateur night, with special attention given to local sniging and dancing schools. Saturday is, of course, the big night, with added acts for the floor show and on Sunday nights a special buffet supper is the draw.

It may not sound like a very convincing arrangement, but proof is that the Town Casino remained the only club in Miami Beach to continue floor shows nightly thruout the summer.

• • •

Golfing Right in Club!

THE Village Brewery, New York, boasts of a "Nineteenth Hole," an actual golf driving range right on the premises, intended as an ennui dispeller and a practical field of battle for those who, once on the leeward side of talkativeness and modest boasting, imagine their golf prowess nigh unbeatable. Anyway, to start things rolling, the management here has started an elimination contest, conducted at the slack hour of 10 p.m., to last a week, and appropriate prizes awarded to the finalists.

• • •

Old Mellerdrammers Popular

M. SOURKES, owner of the Chez Maurice, Montreal, has been very successful with the old-time mellerdrammers which he has been showing at the club since last April.

They go on during the lull period around 10 p.m. Some of the old tearjerkers shown thus far have been *The Drunkard's Warning, Coast Patrol, The Barber of Fleet Street, Murder at the Ferry, Three Glasses a Day* and *Falsely Accused.*

Shows are changed every Sunday and have their own scenery and props, which are painted over and changed as needed.

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Night Club Reviews

Rainbow Grill, New York

This sky-top sister to the Rainbow Room ushered in the autumn season this week, but only with a whisper. Major change was in the band stand scenery, Ben Cutler bowing out Wednesday to make for Paul Kain (see *The Reviewing Stand*, p. 13), whose music making is adequate enough.

Floor offering, as informal as the attire required here for attendance, is only a 15-minute throw-in, but worth the wear and tear on the spotlight because of the Marlynn and Michael medley of ballroomatics. Terp twain have been here since spring and still command attention.

Ruth Nigey, who has been chanting the words for Eddie Le Baron's Band at the Rainbow Room, debuts here as a single. And it was an unfortunate counsel that has her stepping out on the floor alone. Gal can deliver, her throaty pipes are not raspy and she makes a nice appearance before the mike. But definitely she can't sell a song by herself. Can undoubtedly hold her own for a chorus with a big band to lean on, but wearies when going beyond that. Further handicapped by lack of arrangements to dress up her singing. Chirps the pop ballads and the response is hardly a ripple.

Rainbow Room keeps its roster intact with Jack Cole's Balinese dances, John Hoysradt's satires and the music of Al Donahue and Le Baron.

Credit mention is due Marlynn, of the dance team, for a sartorial treat, her gowns styled by Kathryn Kuhn.

M. H. Orodenker.

Vine Gardens, Chicago

A leading cafe in the German-Hungarian district on North avenue, resplendent with native atmosphere and boastful of reasonably priced dishes that attract a large following.

Shows include both German and American talent, altho the latter somewhat underplayed, particularly on the band stand. Hungarian and Gypsy nights on Wednesdays and Fridays, respectively, pack the room. Added entertainment is featured during those special events.

Floor bills, booked by Tommy Sacco, are small but pleasing. Changes are made Mondays, altho the stronger acts continue indefinitely. Richard Denzler is the house emsee, bringing on the acts with a pleasing accent and a proper build-up. He has been here for two years, proving a favorite with his intimate German songs.

Storms and Lee, tap team, make a very nice appearance and do satisfactory work, but it's not the type of act that would score with a Vine Gardens audience. While their routines aren't strong, they have a blending of a sufficient number of flashy steps that would draw good response in the average club.

Doree, acro and character dancer, is strictly for the smaller niteries. Footwork ability is low. Best at this showing was her Spanish castanets number.

Tanya Tamara, talented soprano, was a high spot with a clear voice and a studied interpretation. Her only drawback is lack of showmanship. She is young, well built and has appearance.

Angelo Libbich is the German singing comedian who entertains with gay native songs. Another long termer because of a charming personality and an understanding of the needs of a German audience.

Joe Kish directs a four-piece band which includes a cello, piano, violin and drums. Major in waltzes and folk songs.

Never a cover or minimum.

Sam Honigberg.

Chez Maurice, Montreal

Situated right on the Main Stem, this cabaret-restaurant has been a favorite rendezvous for the past three annums. The combo of Garfinkel-Sourkes-Manilla made a direct hit when they introduced the low-price policy some time ago. Spot seats 450. Dinner at $1.25, including a floor show at 8:30. Minimum is lifted after 10.

Henry Atterberry's old-time mellers are spaced between dinner show and final

EVELYN CHANDLER

★ ★

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NOVELLE BROTHERS

NOW PLAYING

EMPIRE ROOM

PALMER HOUSE, CHICAGO

(THANKS TO MERRIEL ABBOTT)

presentation at midnight. Floor shows are changed every fortnight, with the drammers issuing a new tear-jerker every Sabbath.

Jeffery Gill heads present show, cashing in on his Hollywood background and youthful appearance. Has okeh singing voice but is indistinct when handling introductions. Lee Early stopped show with his duet of dogs and his song and dance to *Tisket*.

Another novelty, Ted Lester, programed as the Musical Magician, rated four bows with his combination of miniature instruments.

The canary section was held up by Tanya Lowa, blond and svelte, who voiced an arrangement of *Solitude* and *Music, Maestro* which took the crowd by storm. The show could have used a dance team.

The Millray Dancers background the production with Hal Hartley's music being played in the better-than-the-average manner for both show and dancing.

Al Palmer.

Nusbaum's Casino, Rochester, N. Y.

Breaking away from the stereotyped dance acts, this spot, only downtown club with a floor show, offers Jordan and Grace, a juggling and musical duo, as the bill's feature.

Inevitable tap dance opened the show with June and Fern Daye. Customers applauded politely, egged on by Sandra Marlowe, emsee. Bunny Martin's castanet dance and Fern Daye's acrobatic number increased the crowd's enthusiasm, but Sandra's *Love Me or Leave Me* and a medley from *Pocketful of Dreams* really got the proverbial great big hand.

More toe and tap followed with return of Miss Martin and June Daye. The latter went to town when she recited, with gestures, the story of a gal who had a hangover.

Jordan and Grace stepped right into their act, Jordan skillfully juggling sticks as Grace accompanied on her accordion. Twirling a bayoneted gun and spinning a wheel on his head as he skipped rope netted the biggest hand of the evening for Jordan. Entire ensemble wound up show with *Alexander's Ragtime Band*.

Doc Osborne's Orchestra satisfied with its music. Charles Kramer booked the acts.

Burgess E. Smith.

Gay 90s, Chicago

A less significant near-North Side nitery trying to edge into the spotlight with the rest of the neighbors by augmenting its shows and by introducing a new and better food policy. Operated by Mr. and Mrs. Billy Stearns for the last several years, it's been popular mostly among the slumming patrons in the early-morning hours. The girl shows have been attracting both the traveling and local elements.

New set-up has a $1 minimum in effect, keeping out the one-drink-a-night kids. Three shows are presented nightly, and four if warranted by business.

Pearl Magley's six-girl line headlines the opening affair and is spotted most prominently thruout the show. Augmented with another half dozen showgirls, the aggregate makes a flashy spectacle. Dancing line includes Nina Futia, who doubles in a tumbling specialty; Ginger Mason, also singling with a lively tambourine number; Virginia Lee, Louise Augustus, Fritzie Lee and Florence Sullivan. Show gals are Marge Foster, Linda Waylande, Annette Evans, Dorothy Wayne, Arlene Wayne and Dolores Parks.

Line as a whole is alert, fast and willing in their routines. Most of them flash out in neat acrobatic tricks and as a group shine in a variety of numbers. During their midnight appearance they staged a rhythm, ballet and circus novelty concoctions.

Lew King, the host, filled in as emsee temporarily, doing a stock job. Dorothy De Houghton, striking brunet, came thru with a couple of ballet singles, and while in some degree displayed training, she lacked sufficient grace and ease. Vivien Myers, prima donna, held attention with a good pleasing voice and a smart sense of delivery.

Bobby Danders' four-piece orchestra peddles the show and dance tunes, while the room's domino girls vocalize during intermissions.

Sam Honigberg.

Savoy Hotel, London

Two swell acts on view. Hermanos Williams, South American boys with a lady partner, have a colorful acro, dancing and musical act.

Making their English debut, Maurice and Maryea, youthful American dance team, are a sensation. Youngsters have everything to reach the top. Do three diversified numbers here, waltz, tango and modernistic, in a faultless offering.

Bert Ross.

The Bowery, Detroit

Unusually friendly management of Frank Barbaro plus an 85-minute show of high caliber have kept this spot at just about the top as a continuously popular nitery.

Langdon Sisters open the show with a fast tap put on with style, returning for a clever promenading strip tease that starts with abbreviated bridal veils and winds up with red flannels.

Jean Horton is another tapster whose specialty is speed whirls, including some fast ones on one foot.

Lord and Janiss have a slow ballroom routine, following with a fast whirling specialty unusually difficult and well done on a small stage.

Linda Preston warbles a very melodious *I Let a Song Go Out of My Heart*, then surprises with her versatility in giving take-offs on *Bei Mir Bist Du Schoen* as a hoity-toity canary, a Harlem hotsy, etc., would give it. Encored.

Arthur and Meyers panic the house with a long number of absolutely unique comic bits and acrobatics in a variety of crazy styles. Act really goes over.

Benny Resh has his band here for their 15th month, with Johnny King, vocal solos, and Tommy Chapelle, drummer, rating mention. Charlie Carlisle as emsee fills every moment of the show with his personality, really working for his salary and doubling in just about everything from the sax to solos and funny faces.

Show is supposed to have a French-Canadian ballet, but they missed opening night because of immigration rulings, requiring a little reprograming. As caught it is a bit topheavy on dancers, but every act capably holds its own.

Show is booked by Peter J. Iodice, of Amusement Booking Service.

H. R. Reves.

Chez Ami, Buffalo

Phil Amigone seems to have hit the jackpot for Buffalo's upper strata with Lucille Randerson's Vogue Dancers. They're selling semi-classical interpretative steps with an intermingled comedy. Ballet swing is what they call it, these ex-Gae Foster girls from Detroit's Fox Theater.

Their opening is the *Puritan Swing*, brisk and refreshing. Modern conception of Pilgrim toggery is used here. Directly opposite is the fantastic veiled effect accomplished in *Moonlight Symphony in Azure*. A bit of comedy is injected when two members stage a boxing bout to settle a jealousy over Bono, the band leader. It's clever.

James Walker, who manages the show, is a pleasant well-behaved emsee. He doesn't go in for any antics.

Three Le Brun Sisters live up to their past as a 39-week feature with Kate Smith. They are a lovely unit with beautifully blended voices.

Bob Hopkins, impersonator, has a fine singing voice, good facial manipulations and a warming way with the crowd. He imitates convincingly Crosby, Burns, Sparks, Butterworth, Oakie, McCarthy and Bergen.

Americo Bono and orchestra provide all music.

Jack Grood is host. There are three shows nightly.

H. J. Warner.

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Char . . . Variety, July 13, 1938.

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Ingalls-Davies, N. Y.

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GIRLS — TEAMS — UNITS — NOVELTY ACTS

Max & Helene Volan Booking Agency

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BIG DEMAND FOR NAME ORKS

Those Salary Reductions

PITTSBURGH, Sept. 10.—An entertainer returned home this week asking why showfolk want to hie to New York.

Seems she found promise of gold became dross and vowed that a union can be the bane of existence. Paid $35 weekly, she took out the usual 10 per cent agency fee, learned at the spot where she was working that she was the only entertainer not an AFA member and must sign up or get out.

She signed, sighed, paid her union dues, also discovered that nitery served her a sandwich every midnight whether ordered or not, deducted $5 at the end of each week. Net wages left, $26.25.

Bowes Unit Tops Seattle Record

SPOKANE, Wash., Sept. 10.—Major Bowes' *Intercollegiate Revue* drew largest attendance of any Bowes show to play here, according to Manager Russell Brown of the Orpheum. He credits unit with raising admissions 30 per cent over normal take for straight movies.

Karston's *Follies Unusual*, opening with midnight show Sunday at Empress, set new attendance record for a midnight show, drew capacity houses Labor Day and good business Tuesday, final day, Manager R. B. Camp reports.

Grosses

The second week of the Ben Bernie show with *Boy Meets Girl* at the Strand, New York, grossed but $28,000 despite the increased trade over Labor Day week-end. Altho the first week grossed $32,000, the Warner booking office is certain that this week with the new Ozzie Nelson bill is good for $45,000.

Other Broadway houses did brisk business in the past week, with the Paramount doing $41,000 in the third week of Phil Spitalny and Zasu Pitts, with *Sing You Sinners*. This represents a jump of $2,000 over the previous week's engagement. Loew's State also did an excellent $40,000 with the Ed Sullivan and *The Daily News* Harvest Moon Ball winners, plus *Love Finds Andy Hardy*. Something unusual at Loew's State is that the show has been held over. Radio City Music Hall, New York, did a smash box-office take of $119,000 in the first week of *You Can't Take It With You* and the regular stage presentation. The Roxy, New York, in its fifth and last week of *Alexander's Ragtime Band* and variety bill did $54,416.

Paramount, Los Angeles, grossed $25,500 with *Spawn of the North* and an F. & M. revue. Normal for the house is $18,000.

The Lyric, Minneapolis, also had a heavy week with a take of $13,000 with *Bowes' International Revue* and *I'll Give a Million*.

Benny Goodman in his first week at the Chicago, Chicago, brought a comparatively disappointing $43,000. While the Labor Day week-end helped, beginning of the school term kept the youngsters away after the holiday. Second week of vaude bill featuring Frances Arms at the Palace, Chicago, grossed only a fair $17,000 considering the holiday crowd and the screen support of *Carefree*, the new Rogers-Astaire picture. Bill held a third week but it couldn't be because of the box-office possibilities.

Pittsburgh Club Sticks

PITTSBURGH, Sept. 10.—Willows will remain open during fall five nights weekly. Dick Gardner's Band this week succeeded Joaquin Grill, who set a season long-run record.

Sheboygan Spot Reopened

SHEBOYGAN, Wis., Sept. 10.—Former Cozy Corner here has opened as the Silver Lodge under direction of Garfield (Curly) Gresholdt. Spot offers nightly floor shows.

Milwaukee in Vaude Fight; Units, Bands

CHICAGO, Sept. 10.—Units and band shows will get a break in Milwaukee this season, with the Fox-West Coast Palace there planning to set a number of shows in competition of Eddie Weisfeldt's independent Riverside, which is the town's only weekly combo house. Bookings will be set here for both houses, Sam Bramson, of the William Morris office, continuing to feed the Riverside, while Music Corporation of America will set most of the band shows into the Palace.

Harry Fitzgerald, Fox boss in the Wisconsin area, bought the Horace Heidt show last week and is currently using Tony Martin's unit at the Palace. Heidt's business, from reports, was very encouraging.

Weisfeldt in the meantime has already set several strong bills to compete with forthcoming Palace fare. Opposing Martin this week is Blackstone's new unit. Opening Friday is Count Berni Vici's new revue with Hal Sherman, girl band and a line of girls, among others. Schnikelfritz' Band comes in September 23, while Nick Bolla's new show, *New York World's Fair Prevue*, prepared here, comes in September 30. Unit has Motter and Davis, Raymond Wilbur, Cooley and Adair, Novelle Brothers and Sally and Gloria Lenmore. Other dates set are week of October 7 to be filled by Phil Spitalny's Band and week of November 4 headlined by Clyde McCoy's unit.

Vaude for Rubin Illinois Circuit

CHICAGO, Sept. 10.—Interest in vaude is manifested in the small Illinois towns, judging by the periodical flesh shows brought in by the Rubin Circuit into Joliet, Peoria, Springfield and Rockford. Booked here thru Louis Lipstone, there is every reason to believe that more frequent bills will be booked in this fall for dates of one or more days.

Eight-act show, largest yet, opened at the Joliet house last Sunday with most acts coming out of local theaters.

Other houses, week-end spots, prefer bands and supporting acts. During the summer each has been averaging about two shows a month.

Ping Ponging Critic

CHICAGO, Sept. 10.—Jerry Lavin, of the sports promotion department in *The American*, but better known as a ping-pong champ, is the new night club editor of *The Herald-Examiner*, morning tabloid, succeeding Jack Barron. Night club reviews and news will be carried under the same non de plume of Cab Barret.

Tony Martin Tops Band Grosses for Year at Stanley

PITTSBURGH, Sept. 10.—Leaving tonight for a week in Milwaukee before returning to California, Tony Martin closed yesterday at the Stanley, grossing the year's high for orchestras, $26,600. Runners-up were Wayne King and Ted Weems, each a few hundred dollars behind. Only shows to beat his were Judy Garland (whose all-time record week hit $36,000 last March) and a combination of the Three Stooges, Stepin Fetchit, three other acts and a Wallace Berry picture. Martin fronted the Everett Hoagland band for his stay here.

Other name musicrews in the money during the past eight months were Guy Lombardo, $25,600; Hal Kemp, $24,000; Tommy Dorsey, $23,000; Shep Fields and Duke Ellington, $22,000. Top bills featuring single acts instead of orchestras were Tim and Irene Ryan with Lee Dixon, $25,000; Maurice Spitalny and a variety bill, $23,000; Gene Autry, $23,000.

Bell's Hawaiians Booked Up

CINCINNATI, Sept. 10.—Bell's *Hawaiian Follies*, who opened July 19 for the Famous Players Theaters Circuit in Canada, winds up its tour for that firm at the Capitol Theater, Quebec City, Que., October 22, after which the unit moves into New England to play for the Interstate and Shea circuits on a deal set by Bob Hicks Page, manager of the Bell company; Ted Flescher and Doc Breed. Booking keeps the show working steadily until November 15.

Blumberg Manages Asbury

ASBURY PARK, N. J., Sept. 10.—H. I. Blumberg was today placed in charge of Walter Reade's Paramount Theater here. Replaces Herman Addison. Blumberg will be assisted by Milton Horne, who succeeds Graham Tunnis.

Film Names Next; Non-Names Suffer

NEW YORK, Sept. 10.—Name bands are in greatest demand, vaude bookers reveal as they prepare for the new vaude season. Both circuit and indie bookers agree that name bands did the greatest business last season and will probably repeat this season. Movie names and other b.-o. attractions are next in favor, with standard acts being out of the running so far as high salaries are concerned. Of the non-name acts, flash and comedy turns are most in demand.

Eddie Sherman, leading indie booker here, says Benny Goodman, Gene Krupa, Buddy Rogers, Fred Waring, Hal Kemp, Ina Ray Hutton, Bunny Berigan and Rudy Vallee did exceptional business for him last season, with Goodman tops. Bowes units did fine business, says Sherman, who lists Frances Langford, Red Skelton, Hugh Herbert as also doing well at the b. o. Sherman adds the Wilmer & Vincent National in Richmond beginning September 23. Full week, opening with Ozzie Nelson and Harriet Hilliard, with Ina Ray Hutton set for September 30. This gives Sherman eight weeks. Expects two more full-week stands to come thru soon.

Warner is preferring bands and names above everything else. Warner got its Fox, Philadelphia, off to a sock start with Mal Hallett's Band last week. Warner also has the local Strand; the Earle, Philadelphia; Stanley, Pittsburgh; Earle, Washington, and the Strand in Brooklyn, which starts September 16. Full week, with Teddy King as stage-band leader and emsee and the Andrews Sisters heading the first show. Leo Ford will stage the shows. The local Strand's next show, September 23, has Jan Garber's Band, Ethel Merman and Patricia Norman (the opposition show at the Paramount will have Connie Boswell and Tommy Dorsey). Horace Heidt will follow at the local Strand October 7. Ted Lewis is set for two weeks, opening Thanksgiving, at $7,500 a week.

Warner is also spotting week-end shows into the Frankford, Alhambra, Allegheny, Oxford and Kent theaters in Philadelphia. Also putting bands Fridays-Saturdays into Astor, Reading, and the Strand, York, with vaude for the Capitol, Lancaster, Saturdays; Queen, Wilmington, Saturdays; Stanley, Camden, Sundays, and Capitol, Steubenville, Sundays.

Loew inaugurated fancy overtures at its Century, Baltimore, yesterday. Don Albert leads the orchestra and Helen Forrest, singer, and Conklin and Thomas, shag team, provide the only other entertainment. Gene Ford is staging the shows. Meanwhile Loew's Washington, has John Hickey staging its shows. A Chester Hale troupe of 20 girls are set for several weeks, with a Wally Wanger troupe slated to follow. Only other Loew vaude house, the State here, sticks to regulation vaude.

OKLAHOMA CITY, Sept. 10.—Byron F. Moore, new local district manager for Standard Theaters circuit, is planning vaude for some of the chain's 11 houses. Plans full-week name bands and vaude units for the Criterion and Midwest theaters and occasional vaude for the Warner Theater and possibly others.

New Columbus Club

COLUMBUS, O., Sept. 10.—The new Club Gloria here presents bands and floor shows twice nightly week days and three on Saturday nights.

Shreveport Club Opens

SHREVEPORT, La., Sept. 10.—The 400 Club, formerly the Blossom Heath, opened Saturday night with Bill Miller's Ork. Floor show headed by Jimmie Bittner.

Censor Okehs Shows

BOSTON, Sept. 10.—Mary E. Driscoll, chairman of the Boston Licensing Board, footpadded it around the Hub nitery belt and ogled the floor shows this week. Put her official okeh on shows.

Mack, Fetchit Tops in Omaha; Chaplin, Lewis, Waikiki Big

OMAHA, Sept. 12.—A three-way draw of a headliner, a superior supporting bill and a top-notch picture, in the order shown, does best business at the local Orpheum Theater. When one of the three is missing or weak the b.-o. take does a nosedive, says Manager Bill Miskell. Best during the past 12 months was bill headed by Ted Mack and Stepin Fetchit, week of August 20, 1937. Gross hit $17,800. Screen had *The Singing Marine* at a time when Dick Powell was very hot. Mack is one of most popular emsees locally. Built reputation here several years ago when he had two-month run at Riviera (now Paramount) in emsee spot.

House's single day record was set by *Waikiki Nights* unit week of November 25, when take was $5,500 for one day and $17,600 for the week. *Second Honeymoon* was on the screen.

Lita Grey Chaplin had the help of a New Year's midnight show at $1 per person to pull $16,900 in seven days week of January 1. Supporting bill and screen attraction, *Thoroughbreds Don't Cry*, held up the take that week.

Ted Lewis is always sure to mean a profitable week. Last stop here was week of January 28, when the b. o. drew $16,200. So-so screen fare, *Thrill of a Lifetime*, didn't help one bit.

Most recent stage bill was Toby Wing with *Professor Beware* on screen week of July 29. A very ordinary $14,400 proved the house manager's three-way contention. Toby was disappointing and film's pull was nil, but supporting acts satisfied the customers.

Least successful week in past year strangely enough was headed by Ted Mack (who did house's best week in last year). This was the week of May 27, into the red to the tune of $10,300. Patrons failed to get excited about supporting bill of Major Bowes' unit or added attraction of Cliff Edwards and his Surf Club Boys. *I Met My Love Again* on screen.

Harry Blackstone, magician, drew a fair $11,500 with *You and Me* on screen week of July 1. Benny Meroff couldn't carry the weight of the screen fare, *Every Day's a Holiday*, week of March 11 and dropped to mediocre $11,200. The film kept patrons away.

Orpheum is a Tri-States house seating 3,000. Duals all film at 40-cent top, tilting to 55-cent top for stage and screen combinations. Stage house average is about $16,000, with anything below $14,000 in the red.

House policy of one week of vaude per month will continue thruout fall and winter.

"Alice Zander's Gagtime Band"

MINNEAPOLIS, Sept. 10.—Jimmie MacKay, once first trumpet with Fred Waring's Band, was one of the attractions in *Alice Zander's Gagtime Band*, which played the Palace Theater last Saturday and Sunday.

Business at this theater has been fair, with the new burlesque at the Gayety drawing some of the usual vaude crowd.

Vaudeville Notes

OSWALD (Tony Labriola), now making personal appearances aided by Ernie Stanton, will head eastward by the end of the month. He is filling dates in Milwaukee; Dayton, O.; Chicago, Detroit, and Kansas City, Mo. Incidentally, Oswald's beauty parlor on the Coast is bringing him almost as much as his p. a.'s; business is that good.

MARIO AND FLORIA go into the Earle, Philadelphia, September 23. . . . CHERRY AND JUNE PREISSER, long of vaude and more lately of night clubs, have finally split. Fact is that Cherry, married to Dave Hopkins, son of the WPA administrator, is going to have a baby. . . . ROY ROGERS, vaudevillian for 33 years, is suing Republic Pictures and its Western star, Roy Rogers, for $150,000 damages and a restraining order to stop further use of his name by the movie actor. . . . FREDDIE BARTHOLOMEW begins his personal appearance tour in the East, opening in Providence, September 15, and on successive weeks at the State, New York; Earle, Philadelphia; Stanley, Pittsburgh, and Fox, Detroit.

PALACE, Milwaukee, booked in two band units thru MCA. The first, Tony Martin's Band, went in last Friday.

CHARLES DUNCAN, the original Spit in *Dead End*, has signed for two Universal pictures and left New York Tuesday with his mother, Bobbie Duncan, floor-show producer and dance teacher, for Hollywood. . . . SELMA MARLOWE opened at the Walton Hotel roof, Philly, Thursday. . . . THEODORE AND DENESHA, dancers, has signed for two Mentone shorts and a feature picture to be shot at the Paramount Astoria studios. . . . LOUIS PRIMA will tour with Mae West when she makes her next p.-a. tour.

BOB GIFFORD and Lillian Pearl, recently playing England, have landed four weeks in Belgium. . . . FOUR FRANKS open in Bobby Howe's production, *Bobby, Get Your Gun*, at Adelphi, London, this week. Show set for a long run. . . . *HOLLWOOD STARS DOUBLES* unit, brought to England by French-American Productions of New York, is booked till end of November. . . . EVE CARROLL, in London from South America, opens in English vaude next week. . . . CHESTER FREDERICKS and Gloria Lane are set for the London Palladium *Crazy Show* and also for next year's *Crazy Show* at the Scala, Berlin. . . . HARRIS TWINS AND LORETTA sail from England for South America next month. . . . THE BELMONT BROTHERS are vacationing with homefolks at Ashland, Ky., after closing with Owen Bennett's *Star Dust Revue*.

BEN YOST and his singers were booked thru Eddie Sherman after their 11 weeks on the Steel Pier, Atlantic City, into the Carmen, Philly, opening September 16. Thence for three weeks, starting September 30, into the Hipp, Baltimore, with the pix *Can't Take It With You*.

DANIEL O'BRIEN, formerly of O'Brien and Morris, is now engaged in politics. He's working Western Massachusetts to elect Richard M. Russell governor.

FORMER SEATTLEITES, Norman Benson and Lois Hartzell, were recently married and are headed again for Seattle.

Vaudeville Reviews

Strand, New York

(Reviewed Friday Evening, September 9)

Second installment of the new policy here brought in an entirely different type of show from the preeming Ben Bernie program. This one, featuring Ozzie Nelson and band, wifey Harriet Hilliard, Johnny (Scat) Davis and the personal appearance of Wayne Morris, coincidental with his starring film, *Valley of the Giants*, is completely set up for the delectation of the younger, more impressionable swing addicts. And as such should find plenty of support. It was there all right on opening day.

Too, the bill has a semblance of an all-p.-a. layout with Morris, Nelson, Hilliard, Scat Davis and Alan Hale (guesting).

Strictly collegiate in looks and style of playing, Ozzie Nelson and his boys are able to work up more enthusiasm than would come their way had they been a straight playing outfit. However, with the able assistance of Evelyn Poe, a cute eye-rolling brunet whose swing lyrics are given out with the contagiousness of a Betty Bopp delivery, the band finds plenty of encouragement for their few selections and it was no secret that some of the femme admirers thought the boys in the outfit were cute cut-ups.

Frank Paris, looking more like a handsome blond leading man than a nimble manipulator of stringed dolls, offers clever and unusual routines for his four marionettes: Zorina, Dopey, Sonja Henie and a shaggin', truckin' fool, Pagliacci. The latter's antics, considering the jitterbugs, were enough to set off whistling and stamping.

Nelson contributes a not too convincing novelty vocal about the toughness of a band leader's existence. The Three Sophisticated Ladies slam themselves around and tho their efforts are not the most finished knockabouts ever viewed they provide a rather bright spot in a rather drab presentation up to this point and get deservedly rewarded.

Johnny (Scat) Davis, with his Callowayish Hi-De-Ho'ing and Armstrongish trumpet, drew applause from those who appreciate that sort of entertainment. It sounds like a lot of meaningless shouting and playing, but there must be something to it or else the films would not have plucked him out of Waring's Band for playing *Ole King Cole*.

Wayne Morris, the lumbering young blond giant (no pun), has little to do and less to say; but after a few "how have you beens" with Ozzie and one or two gags he pretends to play a trumpet that is actually being played offstage by Johnny Davis. He is likable and unaffected and, after all, a movie star here. Another bright relief is the introduction of Alan Hale, also in the *Valley of the Giants*, who had the house rocking with his nonsense for a few moments.

Harriet Hilliard scores a personal success with her romantic balladeering, *Music, Maestro, Please* and, of course, *Says My Heart*. Also aids Hubby Ozzie's cause with a clever arrangement of *Remember Me* in duet form with him.

For a finale the entire cast assembles, the band playing and Hilliard singing, for a jam session, with the audience a willing timekeeper with hand clapping.

House nearly capacity for supper show opening day and looks as if it will keep up for one of the two weeks anyway.

Valley of the Giants, on the screen, is in technicolor. *George Colson.*

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 9)

No end to Major Bowes' luck. He brought in a sorry unit which rates no support but nevertheless will clean up because the two competitive flesh houses are forced to hold over their last week's bills. Across the street the Chicago Theater is crying the blues with Benny Goodman, who came in too late in the season to mop up on the school vacation trade but whose contract calls for another week. The RKO Palace is keeping RKO's *Carefree* for a third stanza. Plenty of yawning cavities in that house last week.

With the exception of Ted Mack's professional emsee work and some fair impersonations by Dave West, imported this week, the line-up is painfully amateurish. An audience that is used to standard, experience-molded acts will be bored by the aggregation.

The Van Zant Sisters, two hefty accordionists, are on for a mere flash, and perhaps it was for the best, as their work was far from acceptable. The Byron Brothers tap out a couple of numbers with stock competition tricks. The Four Serenaders, two men and two women, must have plenty of nerve to permit an announcement that they will do the quartet from *Rigoletto* in the legit manner. Appearance is bad, as is their singing.

Vivian LaMance has a fair acrobatic routine with good tricks but lacks poise. Some comedy is produced by Strawberry Russell, a Stepin Fetchit type, who engages in some lines with Ted Mack, plays nursery rhymes on a cigar-box violin contraption and finishes with a Susi-Q tap dance. Would be better off to cut down on talk and emphasize his musical invention and dancing.

Neva Ames labors on her xylophone, but Herman Silverman helps matters somewhat with an airy delivery of a tap design. Dave Ames is probably the best of the crew with some pretty good carbons of Charlie McCarthy, Fred Allen, Penner, Henry Armetta and Ned Sparks. With better material on hand he will probably make the grade alone.

Four Hyde Parkers offer instrumental carbons of name bands, and Stosh Clements, boy baritone, precedes the finale with unusual changes of voice for a kid his age.

Mack, on his own, nets some laughs with comedy business on his clarinet and leads his orchestra in a good arrangement of *St. Louis Blues*.

House very big first show opening day. On screen, second Loop run of Warner's *My Bill*. *Sam Honigberg.*

Roxy, New York

(Reviewed Friday Evening, Sept. 9)

Short and fast stage show this week, with Borrah Minevitch's Harmonica Rascals in top spot. Minevitch's eight boys did very well for themselves, their comedy lifting the act to a level which would be practically impossible to attain solely thru instrumentation. As the turn shapes up, it is strong musically and from the hoke angle one of the little fellows in particular doing a grand job with pantomime. Turn took a solid hand.

Ray Sax, billed as the Musical Dance-o-Maniac, has a diversity of talent. Came out hoofing neatly with Nadine Gae and then went into a variety of difficult turns. Danced and played saxes and trumpets simultaneously, then added rope twirling and acrobatics to the routine. Sax does all these things well. Highlighted the turn with a stylized impersonation of Ted Lewis' *St. Louis Blues* routine. A novel and good-looking turn.

Nadine Gae, something of a fixture here, did a dainty, good-looking acro hoofing routine. Contributed a vocal and later came on to help open Sax's turn.

Hollywood Majorettes, the baton quintet from *Alexander's Ragtime Band*, came out in leg-revealing costumes and swung their sticks. As an act for a top presentation house it's hopeless and is probably getting bookings on the basis of the pix publicity.

Gae Foster girls were in gorgeous form in a military arms number and another, a take-off on the Walking Stick idea from the last Berlin pic.

Screen fare, *My Lucky Star* (20th-Fox). Good house for next-to-closing show. *Paul Ackerman.*

Palomar, Seattle, Wash.

(Reviewed Monday Evening, Sept. 5)

Hillbilly headliners were the Barney Grant Co. that pleased tremendously with quaint Ozarkian humor at the opening of the new show packing the Palomar.

Versatile were the various members of the amusing Ozark hillers, as the elders, Pa and Ma, displayed some real acrobatic ability interspersed with comedy. Grant paces the act with his own brand of humor, while Willie played instruments and Wilbur rattled a mean pair of bones.

Hattie Noel, formerly of Eddie Cantor's program, gave a number of ballads in best coon-shouting manner, as well as a characteristic dance shuffle that brought Grade A applause.

Another darky portrayal well accepted was that of Tory Brown, stout Negro comedian, who not only showed some clever stepping but drew loud guffaws with his clever pantomime of a poker game.

Tossing off a meal of flames is the forte of Eddie and Eddy, the fire eater and his able assistant, who add considerable novelty to the vaude bill. George Downey completes the five-act fare with clown pantomimic cycling, going round 'n' round the stage. He rose to the height of something or other by riding a table top equipped with pedals. Brought down the house.

Complementing the stage fare is *The Man From Music Mountain* (Gene Autry). *C. M. Littlejohn.*

State, Hartford

(Reviewed Wednesday Afternoon, Sept. 7)

Sophie Tucker, playing her only vaude date prior to string of cafe engagements, is strictly socko in her home town.

She does a cavalcade of melody from *Annie Laurie* to her film-song triumph, *Your Broadway and Mine*. Ted Shapiro assists her not only at the piano but as a vocalist as well. Capitalizes on current popularity of *Alexander's Ragtime Band*. Sentiment by the bushel is packed into her introduction of *One of These Days*.

Supporting bill is strong on variety, opening with demon dance neatly executed by Sylvia Manon and three agile assistants. Good adagio; distinguished but not above the heads of the audience.

Henny Youngman, emsee, peddles patter and jokes, some new and some that were heard here 10 years ago. Got off to slow start but eventually he got into stride.

Don Tranger, whistler, trick musician and what have you, gets applause playing three instruments and doing a Russian dance all at the same time. Paul Nolan is a distinguished juggler, manipulating top hats, umbrella, paper balls and cup and saucer with amazing dexterity. Eccentric and comedy dancing by Ross Wyse Jr. likewise hits the spot with Hartford audiences. June Mann assists him.

Usual big juvenile audience missing on the first day of school. *Barefoot Boy* on the screen. *Julian B. Tuthill.*

Paramount, New York

(Reviewed Wednesday Evening, Sept. 7)

There's plenty of entertainment for anybody's money here this week, with a two-hour picture and a 65-minute stage show headed by Eddy Duchin and the Three Stooges. And judging from the way things started off opening day, the populace is aware of that fact and responding accordingly. House was packed from the first show Wednesday and has stayed that way since.

Tho the flesh bill is long, it never drags, due to the showmanly attributes of Duchin and the wacky clowning of Ted Healy's erstwhile playmates. The Duchin Band is set up attractively, with the pianist-leader at a mile-long instrument in the center and, in a white suit, con-

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trasting nicely with the dark clothes of his men. Duchin emsees easily and pleasantly, and his playing, while hoked up for the edification of the uninitiated, commands attention and respect.

Band gives a full measure of tunes, including practically everything from *St. Louis Blues* to *You Go to My Head*, with the standout, *Stormy Weather*, amounting almost to a production. Lew Sherwood's trumpet growl on the latter and his comedy vocal on a swing tune in the Russian manner highlight the musical portion. Stanley Worth, sax, warbles a chorus nicely.

Durelle Alexander, ex-Whiteman singer now handling the swing wordage for Duchin, is disappointing. She has the voice for the job, but her forced coyness is something else again. It's that would-be cuteness that ruins *Ol' Man Mose; Music, Maestro, Please* and *A-Tisket A-Tasket*, because in each instance the actual vocalizing is good.

Three Stooges all but tore down the house. Routine is more on the blue side than their film short work and being less restrained is therefore funnier. Boys are on for quite some minutes with all the old familiar slapping and eye-poking bits, plus a really uproarious line of chatter, and the audience responded with more whistles and applause than have filled the Paramount in weeks.

Rounding out the show are Danzi Goodell and Frank Paine. Former, an attractive blonde, has an exceptionally effective eccentric dance routine, and Paine contributes some first-rate impressions of radio stars, Boake Carter, Fred Allen and Charlie McCarthy being outstanding examples of voice manipulation.

In toto, a well-rounded performance, and coupled with the action melodrama, Paramount's *Spawn of the North*, on the screen, deserves the big business being done this week. *Daniel Richman.*

Tower, Kansas City

(Reviewed Thursday Evening, Sept. 8)

Johnny Perkins is back at the Tower to emsee a variety bill which stacks up strong, altho it comes in between Jan Garber's and Benny Goodman's appearances. Set for eight days, the show is shorter than usual but packs plenty of punch. Perkins' witty and folksy style is potent and he has no trouble in getting the house on his side from the start.

Perkins starts the ball rolling by introducing the Adorables, 12-girl line. Their routine is snappy and well received. Judy Conrad's pit band, long a Tower fixture, is on the stage this week. Conrad's men cut the accomp assignments neatly, and Perkins several times gives the boys a chance to show off.

First on is Billy Blake, just out of high school, whose trumpet imitations of Henry Busse, Clyde McCoy and Louie Armstrong themes brought him back for an encore. The kid has ability as a horn tooter but is woefully weak on the personality side.

The Murtah (3) Sisters start poorly, singing *Alexander's Ragtime Band* straight, but begin to click when they turn on the comedy with a novelty in which they ape the Ritz Brothers. Gals should shorten their opener and go heavier with the slapstick stuff. It's made to order here.

Dance line returns for the best turn it's offered in weeks, with Bonnie Richardson, personable and talented brunet, starred in a solo. Routine is based on the back-to-school theme and netted a big hand. Perkins' vocal solo on *Margie* gave the band boys a chance to cavort, preceding Bob King's entry. King, a ventriloquist in tails, worked to good advantage with two dummies. A handsome chap, he goes heavy on songs, scoring best with Tiny, a pint-sized fellow. Two bows.

Climax is next with the Titan Trio, three splendidly built youths with a balance act which was sensationally effective here. Boys had to beg off.

The house is introducing a band policy this month, and Jan Garber, here last week following Red Norvo-Mildred Bailey ork, grossed a powerful $14,800 with *Speed To Burn*, weak pic. Currently showing is *Gateway*, with Don Ameche-Arleen Whelan, only fair. House well filled at show caught, but Stanley Chambers, manager, expects all records to be shattered next Friday when Benny Goodman bows in for a week as opposition to the Kansas City Jubilesta in the Muny Auditorium four blocks away.

Dave Dexter Jr.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Sept. 7)

The West rides again this week when the Orpheum offered Roy Rogers in person. Rogers' personality is pleasing but his gum-chewing antics could be curtailed somewhat. Backed up by a bass fiddle, accordion and violin, Rogers did several numbers, the best of which were *Born to the Saddle Am I* and *Listen to the Rhythm of the Range*. Rogers portrays the typical cowpuncher with 10-gallon hat and the rest. He received a nice hand, due partly to the fact that his current film is running in conjunction with the personal appearance.

Larry Blake, also billed as from pictures, did a fine job of impersonations. Blake has a natural ease that sold himself to the crowd. His take-off of Lionel Barrymore, Robinson and Beery was very good. Some of his patter, however, is too fast and becomes a jumble.

Ted Leary, old-time two-a-day star, did a nice bit. His gags, many of them on the rough side, got the laughs. He did a clever parody, *Doughnut Dunkin'*.

Evelyn Farney, a swell looker as well as dancer, did a couple of taps. Her appearance and personality counted for a lot, altho her routines were nothing extra.

The Caldwells, adagio team, do an act entitled *Rhapsody in Rags*. Femme goes thru the antics of a rag doll. New slant on an old gag when the gal pulls a comic sheet out and reads no matter how her partner happens to twist her up.

Dorothy Oliver, a holdover from last week, did two numbers, *Mother Machree* in soprano and *Wagon Wheels* in baritone. Pleasing enough.

Al Lyons and his band opened the show with *Lock My Heart*, entire band singing it with gestures and Lyons on the accordion. They closed with overture from *William Tell*.

Good crowd for the afternoon show.

Dean Owen.

Burlesque Reviews

Gayety, Cincinnati

(Reviewed Friday Afternoon, Sept. 9)

As far as the quality of the performers is concerned this layout stacks up easily with last week's show, but it falls below par on the production end. The current trick when caught had all the earmarks of being produced in transit en route from Chicago, and what the customers got at this look-in was a rehearsal, not a finished performance. With the elimination of several dull bits and a general revamping under the guidance of the Gayety skipper, Morris Zaidins, the show promises to stack up to solid stuff.

Show totes a pair of capable funny men in Billy (Boob) Reed and George Lewis who, altho handicapped by outmoded material, managed to ring up a fair score on the laugh-o-meter. Reed, who has ditched his shovel and is now working as clean as a chautauqua worker, was especially effective in his musical dish-playing specialty. Eddie Haywood and Jack Coyle, a handsome and capable pair of straighters with wardrobe, do a good job.

Show features a quarter-ton of delectable strip flesh in Dottie Wahl, Renee, Dolores Dawn and Leona Lewis, a shapely and capable crew. With the outfronters evidently in the mood for love, the peel lassies gave 'em both barrels from behind the breastworks, with each pulling a smash hand for the nicely sold disrobing efforts. Dottie Wahl injects a bit of novelty into the stripping art by ditching the usual parading in favor of two sessions of interpretative dance work, the second a scorcher, and both nicely handled.

Peggy Eames, the former Baby Peggy of Our Gang comedies, is an added attraction. Does fairly well *I've Got a Pocket Full of Dreams* via the mike and impersonations of a string of stage and screen personalities and bowed to a sound hand. Her box-office value as a burly attraction is doubtful, however.

Frankie Kay, stock juve here, again does okeh on the show tunes, but why hold him off stage for all his warbling? He should be permitted to drag his mike on stage to let the customers know he's with it. *Bill Sachs.*

Columbia, Boston

(Reviewed Tuesday Afternoon, Sept. 6)

Publicity, promotion and excellent weather gave the Labor Day Eve midnight opening of this tabernacle's second season, managed by Max Michaels, a standee crowd. Ben Bernard is producer.

Last season's 26 weeks of clean burlesque, okehed by the city censor, gives the house a label for family entertainment. Both this house and the Old Howard should see plenty of coin, since the two major vaude houses won't bring in flesh till Turkey Day, if at all.

Preem offering, *Cavalcade of Girls*, in two acts, 40 scenes (155 minutes), shows

(See BURLESQUE REVIEWS on page 25)

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

CARDINI has the following to say regarding the contemplated appearance in this country of Dante, now touring in England: "I predict that Dante, who, by the way, is an American and now the sensation of Europe, will be an outstanding success when he plays over here. In my opinion he is in a class by himself, a marvelous artist, the possessor of a wonderful personality and a great showman besides." Despite all the talk about Dante's touring in this country, we doubt very much if the well-known magician is really serious about the matter. Working abroad under ideal conditions and to big financial success, why should he invade these shores to gamble? . . . DON GREENWOOD, after a week at the Shoreham Hotel, Washington, departs this week for Philadelphia to play private engagements. . . . JOAN BRANDON, charming trixster, won 14,000 francs on roulette during her recent engagement at the Casino Bellevue, Biarritz, France. . . . WILL ROCK, now touring under the direction of Claude H. (Kid) Long, has been set on several Midwestern dates by Bob Shaw, of the Gus Sun office. . . . FLORETTA AND BOYETTE closed a four-week stay at the Boulevard, St. Louis, Labor Day to begin a three-week stand at the Canadian Club, East St. Louis, Ill. Skinnie Boyette is doing a bit of magic and doubling on the emsee end. . . . JOE SCOTT, who has been dishing out light magic and vent at the New Yorker, St. Louis, has followed Floretta and Boyette into the Boulevard in the Mound City. . . . WARFIELD continues to draw well at the Top o' the Town Club, St. Louis, with his cig, card and thimble nifties. He's also emseeing there. . . . ALBERTA KAZI, magician, is in his third year with Alice Richey and Co., now in its third year of touring for General Electric. . . . DARWIN THE MAGICIAN, still playing Pennsylvania, has purchased a new vent figure from Mme. Pinxy, Chicago, to replace Arthur McGinty, stolen from him while playing Steubenville, O., recently. . . . HORACE E. ROSE (Cairo the Magician) is working magic and Punch as a

(See MAGIC on opposite page)

Burlesque

(Communications to New York Office)

New York:

MILTON SCHUSTER sends word that he is exclusive booker for the Midwest Managers' Circuit, the houses for which so far include Palace, Buffalo; Casino, Toronto; Roxy, Cleveland; Rialto, Chicago; Gayety, Cincinnati, and Gayety, Detroit. . . . BUBBLES YVONNE and Morgan Sisters new at the Republic. . . . BETTY ALLISON, following a week's vacation at Swan Lake, is to undergo a surgical plastic operation and return to principal duties. . . . HARRY EVANSON goes to the Columbia, Boston, instead of Steve Mills. Mills, with Boob McManus, opened at the Eltinge September 2, along with Vickie Babe Davis, new stripper here from Chi, and Jo Ann Dare. Louise Stewart opened September 9. Exits were Princess White Wing (Garcia Gomez), who left for Washington and retirement to private life, following her marriage to a local merchant; Erma Vogelee, Fields and Little, who shifted to the Star, Brooklyn, and Rags Ragland, who moved to the Gaiety.

VIRGINIA JONES, featured on the Hirst Circuit, is in receipt of news from her Ma, Louise, in Chicago, giving details of her marriage September 15 to Ted Thompson. . . . GEORGE ROCHAIE, dancer, using a cane because his left leg is in a cast, left the Post Graduate Hospital last week following an operation for a cyst. Doctor says George won't be able to hoof for some time. . . . ANN POWELL left the Republic's showgirl line September 1 to return to a strip-tease principal, this time for the Charles (Red) Marshall show on the Hirst wheel. Opened September 11 in Newark. Eileen Hubert, ditto, but still a front-liner. . . . MARIE VERNON, when she was in France recently, was offered a contract with a British broadcasting company for her vocal talents but was forced to turn it down because of an accident. . . . HUDSON, Union City, N. J., and Empire, Newark, two Hirst wheel spokes, reopened the season September 11.

UNO.

Chicago:

MILT SCHUSTER reports that the houses on the Midwestern Circuit enjoyed good business during the first week of the wheel-show season. He left for Buffalo over the week-end to attend another managers' meeting. . . . NEW CIRCUIT people who opened at the Rialto Friday include Maxine DeShon, Charley Country, Hazel Walker, Helen Colby, Walt Stanford and Rance and Gordon. . . . NIGHT CLUB operators here complain of a shortage of good strip women. Several of the disrobers opened and closed recently because of lack of ability to even walk gracefully on the floor. . . . HELEN HOLMES will be the nude feature in Colosimo's new show Friday.

From All Around:

BOBBY WHALEN, tab and burly singing juve, is pitching candy with the Johnny J. Jones Exposition, carnival organization. . . . JAY AND JACKIE MASON left Cincinnati last week to join the stock troupe at the Roxy Theater, Knoxville. Others in the Roxy cast are Bob Greer, comedian; Billy Armand, straights, and Big Boy Brown, general business. There's a six-girl line and a five-piece ork, too. . . . MORRIS ZAIDINS, manager of the Gayety, Cincy, handled all arrangements for the air show held at Watson Airport, Cincinnati, last Saturday and Sunday (10-11) under sponsorship of the Cuvier Press Club. . . . LEO SCHUSTER, brother of the well-known Milt, is back as backstage guardian at the Gayety, Cincinnati, this season.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DAVE RINGLE, well known to minstrel lads, shoots us three ditties which have just left the press. They are *Blues Eyes*, which Dave did himself; *All of a Sudden*, which he wrote in collaboration with Johnny Sacco and Andy Toce, and *The Old Parlor Organ*, on which he had the aid of Grace Justus, Jack MacLean and Bob Gregory.

HAM McBEE, drummer with the old J. A. Coburn Minstrels for several seasons and now advertising manager of *The Observer*, weekly paper published in Greenville, S. C., typewrites that he'd give his right arm to see a real minstrel show once more. "During my days on the road," writes Ham, "I had the pleasure of making 11:45s with a bunch of real fellows—Charles Gano, Slim Vermont, Rody Jordan, Tommy Lynch, Tom Post, Nate Mulror, Harley Newton, Price Jenkins, Bert Proctor, Ed Oblinger, Fred Mascoe, Boni Mack, Carl Denton, the Cates boys, Lester Lucas, Nick Glynn and a host of others. Would like to hear from some of the bunch. I saw Fred Stowe, band leader on the Cobe outfit in 1915, in Gastonia, N. C., recently. Fred can still toot that trumpet."

RADE (PIE) SADLER, who claims to be a double of the late Charles Mack, of Two Black Crows fame, is currently doing a minstrel stint over Station WWVA, Wheeling, W. Va. He has been on the air for seven months.

CRACKER QUINN and George Rolland visited Lasses White, Honey Wilds and the rest of the minstrel lads on the H. D. Hale Milt Tolbert tent show at Augusta, Ga., recently. At Macon, Ga., Dan Holt and Eddie Jackson, former agent with Tom Powell's Minstrels, were visitors on the lot.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Clyde and Angie Hamby Win Pop Dunlap Contest

WASHINGTON, Sept. 10.—Pop Dunlap's European Battle of the Champions, held at Silver Spring, Md., just across the District line, was won by Clyde and Angie Hamby this week after furious 18-minute sprint. Second honors went to Maxine Lang and Stan West, while third position was won by Billy Willis and Ruth Carroll. Hughie Hendrixson and Patsy Paterson copped fourth place; Harry Hamby and Opal Fertig fifth, and Louie Meredith and Viola Comerford sixth.

The contest was successful from the start and ran exactly 10 weeks to the day, with floor money good and sponsors fair. Event was broadcast three times daily, with Bill Stein on the mike, while the platform was handled by Lennie Paige, Irving Friedberg and Dick Edwards. Popular stooges were Elmer (Sparkplug) DuPree and Roy Meyers.

Organization will move practically intact to the next and last Dunlap contest for two years, as Pop has large interests in the coming New York World's Fair.

Bert Doss Contest Passes 700-Hour Mark

BLOOMINGTON, Ill., Sept. 10.—Bert Doss' Walkathon, which opened at the Circus Club here August 4, has passed the 700-hour mark with continued good business. At this writing seven couples and five solos remain on the floor. They are Eddie and Toni McBride, Billy Gay and Bernice Pike, Frankie and Alice Donato, Warren Jewell and Ann Mason, Johnny Hughes and Teddy La Marr, Red Howell and Patsy Watson, Harry Hudson and Dorothy Bell. Solos are Harry Haywood, Tony Gross, Al Smith, Bill McCoy and Tex Hall.

Staff includes Eddie Brown, emsee, assisted by Duke (Dancing Derby) Hall, with Handlebar Hughey, midget stooge, handling comedy. Floor judges are Maxie Capp and Chuck Peyton.

GEORGE W. PUGHE should go great guns with his new show which has just opened in Green Bay, Wis. He left the town so swell on his last visit there.

LAST CALL

Sprint Teams for Fast Short Show come at once. Will hold opening for 24 hours. Building capacity 2,500. Wire

MICKEY BRENNAN
Walkathon Stadium, Jefferson City, Mo.

CHICAGO'S YEARLY EVENT
COLISEUM WALKATHON
OPENS OCTOBER 1
ENTIRE NEW STAFF NEEDED
Contact
SID COHEN, 4444 Broadway, Chicago, Ill.

WALKATHON
DECATUR, ILL.
CONTESTANTS WANTED
To enter Endurance Contest with Prizes Ranging up to $1,500. Everything furnished, including a positive guarantee of sponsors the first week of contest. Write for application blank as starting teams will be limited to 25. Address all mail, no wires or phone calls accepted, to
BERT DOSS, Radio Station WJBL, Decatur, Ill.

NOTICE, CONTESTANTS!
Opening Mattoon, Ill., Friday, September 23. Oil booming spot. Communicate Vincennes, Ind., until September 18; then will be at Mattoon, Ill. Headquarters, Savoy Hotel, Danville, Ill. Write at once. No collect wires or transportation.
AMUSEMENT ENTERPRISE CO.
ZEKE YOUNGBLOOD, MGR.

AMERICA'S SNAPPIEST
Minstrel Shows
Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.
Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.
T. S. DENISON & CO.
203 N. Wabash Ave. Dept. 150, Chicago, Ill.

"Pop" Dunlap's Last Big Contest!
Opens September 21st
Beautiful Rainbo Gardens
4812-36 North Clark St., Chicago, Ill.
(Recent Home of French Casino.)
$2000.00 in Prize Money (6 Prizes).
Contestants of Dunlap Standard who have a wardrobe and entertain, this will be your last opportunity to be with the oldest and best Walkathon organization in the country, so—"Don't Stop 'Til You Dance a Winner with Pop."
Contact immediately
"Pop" Dunlap or Dick Edwards, Mgr.
SHERMAN, HOTEL, - - CHICAGO, ILL.
P. S.—Would like to hear from all of our old teams.

Want Walkathon
Have sponsor for endurance show in prosperous community of 125,000 enthusiastic patrons. Excellent winter climate and ideal locations available. Also would like to contact live wire Exhibit and Concession Space Salesman. AMUSEMENT ENTERPRISES, 338 E. Washington St., Phoenix, Arizona.

White and Wilds West Coast Bound

COLUMBIA, S. C., Sept. 10.—Lasses White and Honey Wilds are heading back to California after 25 weeks as the feature of the H. D. and Buddy Hale Milt Tolbert tent show. They wind up with the show tonight. Chief reason for their early closing is Lasses' ill health, but the boys are also aiming to get back to the Coast in order to grab off some of that early fall radio and picture work.

H. D. and Buddy Hale will continue with the Milt Tolbert tent show, dropping the Lasses White All-Star Minstrels billing in favor of their own banner and trademark.

According to White, crowds drawn by the under-canvas minstrel show this summer proved that minstrelsy is far from dead. White and Wilds were supported in the minstrel department by such burnt-cork vets as Slim Williams, Chester Wilson, Clyde Hodges and others.

Van Arnam's Funmakers

CAMBRIDGE, Md., Sept. 10.—Billy O'Brien explains why news of the Van Arnam show has not been forthcoming recently. Billy was married to Ann Taylor, of Machias, Me., and has been honeymooning for two weeks. The marriage took place in Rockland, Me., under the big top. Roy Roberts and Freda Sharpe stood up with the bride and groom, and the entire show and many friends were present. Billy will rejoin the show next week.

Van Arnam Radio Funmakers are on the eastern shore of Maryland, doing fair business. This section of the country is given to truck farming and prices are low, so the farmers haven't much to spend for entertainment.

Last Sunday about three-quarters of the show went to New York and the remainder to Atlantic City. Theresa Driscoll joined her parents and it looks as if she might begin trouping. Tho only 10 years old, she is a good performer and good dancer.

Show will spend one week in Virginia and then jump to Southern Georgia and Northern Florida. It looks like a 500-mile jump, but we can do it over Sunday, as all equipment is in fine shape.

Mrs. Billy O'Brien will return to Machias, Me., and will rejoin the show in Florida, where we will winter.

Reno Barr, trumpet and piano player, for many years with Van Arnam's Show, has joined Carl Babcock at the State Hospital, Danville, Pa.

Entire show personnel went to Denton, Md., Monday afternoon to hear President Roosevelt speak. Show was only 25 miles away in Milford, Del.

Billroy's Briefs

LAWRENCE, Kan., Sept. 10.—With deep regret we report that our 48-hour representatives, Mr. and Mrs. Charles Underwood, are behind us in St. Joseph, Mo., at the Missouri Methodist Hospital, recuperating from severe injuries sustained in a recent auto accident. Company members sent flowers and messages and visited them personally during our brief engagement there.

Bob Heidelberg, Shorty Duncan, Mr. and Mrs. Art Farley and others visited with Wib Owens at the State Hospital in St. Joseph, Mo. Wib recalled many of his trouping friends and would like to hear from Imogené Eastman.

Leon Harvey, our emsee, was seen fraternizing with the aristocracy in St. Joseph and later checking his coffee money.

What has become of Dick Mason, Pearl Austin, Bob Demorest Jr., Mac Johnston, Tom Hutchison, Joan Woodward and Cassandra Harrison?

Among recent visitors from Kansas City, Mo., were Kenneth Wayne, of Wayne's Theatrical Agency; Al Wilson, of the Simpson Agency; Bill Bailey, Frank Capps, of Baker-Lockwood Co., and Mr. and Mrs. Red Davenport.

JOHN D. FINCH.

Donella, Farnsworth Unite

RIVERTON, Wyo., Sept. 10.—Donella Dramatic Co., of Portland, Ore., and the Farnsworth Metropolitan Players, of Salt Lake City, have combined to play Montana and Wyoming, using the former's label. Business for the new combine has been running smoothly. Taylor's Troubadours are still swinging it as a show opener and for after-show dances.

Rep Ripples

FEROL BALLARD, stock and rep juve, has finished work on a Spanish flicker at Paramount's Eastern studios and is slated to go into rehearsal soon with one of George Abbott's productions. . . . RENE DUMAINE is playing halls in Nova Scotia with his small dramatic trick to fair business. . . . LUCKNOW BROS.' Comedy Co. has had a fair season playing small towns in the Dakotas. . . . WINNIPEG PLAYERS report fair business in Manitoba. They are working three-day stands, featuring *Recollections*, by E. F. Hannan. . . . BILLROY'S COMEDIANS, showing last week at Leavenworth and Lawrence, Kan., within easy driving distance of Kansas City, Mo., entertained numerous professional visitors during the week. . . . DON AND MAZIE DIXON, after closing with Harvey's Comedians, are playing a few dates in St. Louis. . . . CLEVE TERHUNE, former manager of Biehl Sisters' Stock Co., who lost his entire outfit by fire last spring, is now managing a Kansas hotel. . . . SID KINGDON, after a short vacation, is reorganizing his circle for a swing thru Northern Missouri. . . . LAURA CHASE, Midwest character woman, having recovered from a recent major operation, has been released from the hospital and is now at her home in Kansas City, Mo., where she is improving rapidly. . . . BEN WILKES PLAYERS concluded their summer tour last week in Illinois. . . . HERBERT WALTERS is planning a circle in Oklahoma after the tent season.

CARL WILLIAMS, who for the last 27 years has played Georgia schools and halls with pictures, was a visitor at the rep desk Tuesday of last week (6) while on his annual pilgrimage to Cincinnati to visit relatives. He was accompanied on the trip by his wife. They returned to Georgia late in the week to begin preparations on the new season which gets under way at Eton, Ga., September 15. Traveling picture show business in Georgia has been badly hit by fly-by-nighters who have burned the territory in recent years, Williams reports. . . . BROWNIE'S COMEDIANS, Paul Brown, manager, are showing their wares in Virginia territory. . . . IRA (RED) CLARK, whose last tent-show engagement was with the old Chase-Lister organization out of Newton, Ia., is confined in the Veterans' Hospital, Des Moines, Ia., and is anxious to hear from old show friends. . . . ETHEL (MRS. JAKE) DONEGAN is now located in Meridian, Miss. . . . L. VERNE SLOUT, who has been handling the press and radio seven days ahead of Billroy's Comedians for the last 24 weeks, closed last week at Wichita, Kan., to begin his seasonal tour of schools and colleges. His place will be taken by Billy Wehle Jr., son of the show owner. During his 24 weeks with the show Slout covered 19 States and contacted 60 radio stations. . . . CONNELLY AND RADCLIFFE, who closed with the Jack Kelly show August 23, have returned to Detroit to play niteries after winding up two fair dates in Ohio.

Heffner-Vinson Hi-Lites

LOUISVILLE, Ga., Sept. 10.—Highlight of the week occurred at Sandersville, Ga., Sunday, when Buddy Hawkins and Arline Beyers decided to middle-aisle it. Ceremony was performed at the Methodist Church and most of the show attended. After the nuptials the gang held a party that lasted 'til the wee small hours.

Lilly Heffner, who has been in a Sandersville, Ga., hospital a week, had plenty of visitors after the show arrived Sunday. She is greatly improved but will remain in the hospital another week.

Mother Vinson and Jimmy Heffner Jr. left Sunday for Valdosta, Ga., where Jimmy returned to school.

Syd Lovett, our agent, was back at Wrens, Ga. It was the first time we had seen him in six weeks.

Quite a little difficulty at Wrens when both light plants failed. Did last act with aid of auto lights from cars driven close to side wall. We had to miss a concert, but plants were going in time for the tear down.

R. Lee Cogdell, formerly with Morgan-Helvey Show and now field man for Hofeller Candy Co., Chicago, was a visitor at Thomson, Ga. Mr. and Mrs. Wall, relatives of William and Lottie Chagnon, rep team, also visited at Thomson.

Working crew had a hard day at Thomson. After outfit was up and parade ready to go out local police decided that lot was too near local mogul's home, as the latter was quite ill. A tear down was made and another set-up on the ball park.

Fred Beatty, magician playing independent dates, was a guest of the Herberts and the show at Sandersville. Brief visits were exchanged when we passed Lasses White's Show, which was en route to Macon.

Rhythm Boys had one of season's most successful dances at Brook Springs Resort, near Sandersville, which also gave two days' good business.

AL PITCAITHLEY.

By Gosh Gushings

MORGANTOWN, W. Va., Sept. 10.—The By Gosh Tent Show is doing consistent business under good auspices and is building up a steady following.

Eddie DeLoy staged a birthday party for the company recently.

Byron Gosh recently had a surprise when he was made an honorary member of the West Virginia order of the Cherry River Navy. He is a four-star member, with admiral as his title.

Recent publicity stunts brought box-office results: The fake fire and bonfire pageant was seen for miles around Reedsville, W. Va. Our special Labor Day parade at Tunnelton, W. Va., was at night and ended in front of our tent. Fire trucks, floats and various fraternal orders were in the parade. Byron Gosh and a band led the parade.

Recent visitors include George and Clara Bishop, of Bishop's Fun Show; members of Latlip Carnival, troupers of Keystone Shows and Beers-Barnes Circus; George Ziegler, retired tent show owner; Madam Hoffman, one of America's first female magicians; George Sallows and party from Morgantown Amusement Co.; Mr. and Mrs. Doc Schneider, Mystic Courtney and the Albright Family.

BERNICE EXCESS.

MAGIC——

(Continued from opposite page)

feature with the Beers-Barnes Circus Side Show.

BENITO INGE pens from Buenos Aires that business is excellent down that way. . . . DECLEO THE MAGICIAN will close his outdoor season September 24 to begin preparations for his school dates, which get under way at Richwood, O., October 10. . . . PIERCE THE MAGICIAN is this season being advanced by A. C. Smith, now busy booking churches and PTA's exclusively thru the Central and Southern States. Charles Lake is looking after publicity, with a five-girl crew handling advance ticket sales. Pierce is showing five nights a week. . . . MYSTIC EARL (Earl Tice) writes from Trenton, N. J.: "I am very much in accord with the remarks regarding the foolish exposers whom you referred to in the September 3 issue. It is unfortunate that some magi would be misdirected by their overestimated negative wisdom into believing that they are gaining the good graces of nitery proprietors or a few spectators by selfishly exposing magical effects. The wise magician will remember that a trick is a trick or a secret a secret until it has foolishly been published or exposed. Exposing creates only the 'get something for nothing interest' in the laymen." . . . WORD FROM our Australian correspondent has it that Nicola has been inquiring about dates and chances in the antipodes, with the intention of playing a season there beginning late this year or early in 1939. . . . CHANG, Chinese magician, is due to arrive in Australia early in December to present his mystery revue for J. C. Williamson. . . . MONTAGUE winds up his third season with the Salt Lake City recreation department in October. He has been getting the lion's share of the club dates in the intermountain area and had six weeks on a radio show for the Barbetigo Co. last spring. . . . ELWIN C. PECK, of El-Wyn spook show fame, operates a trailer sales and service firm in Salt Lake City. . . . LE DILLI, Hansen, Eddington, Robinson and a newcomer, Franco, are helping to keep magic alive in Utah. . . . T. NELSON DOWNS, "King of Coins," passed away at his home in Marshalltown, Ia., Sunday (11), according to a wire received at press time.

McOwens Plan October Closing

HUMBOLDT, Neb., Sept. 10.—Combined Hazel McOwen and McOwen Sisters Co., now working its established Nebraska territory, plans to remain out under canvas until the middle of October, providing the weather man permits. Show is set on several special dates in October.

Cast remains the same, and Harry Ballard and his canvas crew still have a perfect record of getting the outfit on the lot and up in time.

Eldon Johnson, sporting a new Chrysler coupe, was recently delayed a bit at Lincoln, Neb., when he tried something new—running without grease.

Show last week made a long jump from Northern Nebraska to the southern part of the State.

Thomas Community Players Jump Into Southeastern Mo.

PASCOLA, Mo., Sept. 10.—G. W. (King) Thomas' Community Players last week made a 300-mile jump from the Kansas-Oklahoma line into Southeastern Missouri, show's established territory. A severe drought along the Kansas-Oklahoma border has left things in bad shape, Thomas announces, with the wheat crop almost a complete failure. Things look better in this section, he reports, altho cotton production is down nearly one-half, due to action of the government control board. Cotton crops a bit further south have been seriously damaged by the boll weevil.

Manager Thomas, who has made this same territory for a number of years, reports that it is literally overrun with shows at this time, with more moving in almost daily. Even the high county and city license fees don't seem to stop them, Thomas says.

As soon as the cotton is picked Thomas plans an extended vacation trip during which time he will leave his sons in charge of rebuilding and repainting the outfit for an early spring opening.

Ollie Hamilton's Show

LA GRANGE, N. C., Sept. 10.—Show had a capacity house Wednesday at Mt. Olive. We caught Lasses White's Show at Sumter, S. C., last week.

We owe an apology to Ken Miller and Steve Bishop, our feature act, omitted from the roster recently.

Since last report Russell Dillinger has joined. He plays piano and hails from Montgomery, Ala.

TILLIE THE TATTLER.

THEATRE ROYAL
NEW and MODERN
DESIGNED FOR TENTED PRODUCTIONS
Booking orders now for Spring delivery. May we include yours?
Write—Wire—Phone
BAKER - LOCKWOOD
17th and Central KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. Campfield
152 W. 42d St., New York City, N. Y.

Colored Performers and Musicians
Wanted for F. S. Wolcott's Rabbit Foot Co., world's largest colored show now on the road. Two A-1 Trumpet Players, two Trombones (Delbert Payne wire), Tenor and Alto Saxophones who double strong Clarinet. Roy Bowling is leader. Two real Comedians, Male Singer, one or two real Novelty Acts who are new in the South.. Six young, good looking, small, light colored, fast-stepping Chorus Girls. If you booze don't answer this ad, for this show pays good salaries weekly and will have nothing but the best, and no booze tolerated. Answer by wire and be ready to join. Clarksdale, Miss., September 12; Duncan, 13; Shaw, 14; Indianola, 15; Ruleville, 16; Minter City, 17; Greenwood, September 19; all Mississippi. Home address Port Gibson, Miss.

MAJESTIC SHOWBOAT WANTS
Dramatic People with Specialties, also Piano and Calliope Players. State all in first. Board and room furnished on boat. Salary sure. Write or wire F. J. REYNOLDS, September 15, Oolite, Ky.; 16, Brandenburg, Ky.; 17, West Point, Ky.; 18 and 19, Jeffersonville, Ind.; 20, Westport, Ky.; 21, Bethlehem, Ind.

The Princess Stock Co.
WANTS JUVENILE MAN
that doubles Trumpet or Sax. Other useful people write. This Show has not closed in five years. Address E. C. WARD, care Princess Stock Co., Eldon, Mo.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Allen, Stuart (Essex House) NYC, h.
Allen, Ed (Palmer House) Chi, h.
Allen, Anthony (Chez Ami) Buffalo, re.
Anderson Sisters (Plantation) NYC, nc.
Andrade, Raymond (Biltmore) NYC, h.
Antonita (Havana-Madrid) NYC, nc.
Arden, Dolly (Chez Paree) Chi, nc.
Arena & Martinez (Monte Carlo) NYC, nc.
Arms, Frances (Palace) Chi, t.
Armstrong, Harry (Casa Manana) NYC, nc.
Astwood, Norman (Afrique) NYC, nc.
Attles, Joe (Plantation) NYC, nc.

B

Baird, Bill (The Dome) Chi, re.
Baldwin & Bristol (Modern) Brockton, Mass., t.
Ballet, Marian, & English Bros. (Palace) Milwaukee, t.
Banks, Sadie (Old Roumanian) NYC, re.
Barrie, Gracie (Riviera) Fort Lee, N. J., nc.
Barton, James (Casa Manana) NYC, nc.
Bass, Paul (Chateau Moderne) NYC, nc.
Beaucaire, Pierre (Monte Carlo) NYC, nc.
Bee, Keeney (Cafe de Paris) London, nc.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell, Joan & Jerry (Ritz) Superior, Wis., Aug. 29-Sept. 18, nc.
Bell's Hawaiian Follies (Capitol) Rouyn, Que., Can., 16-17, t; (Cartier) Hull, Que., Can., 20-21, t.
Belmont Balladeers (Glass Hat) NYC, nc.
Bennet, Ethel (Old Roumanian) NYC, nc.
Berk, Irving (Roumanian Village) NYC, nc.
Bernie, Al (Fox) Phila, t.
Berry's, Harry, Sunkist Vanities (Gaiety) Halifax, N. S., Can., t; (Capitol) Springhill, N. S., 18-19, t; (Imperial) Sackville, N. B., 20, t.
Bigelow & Lee (Chanticler) Millburn, N. J., nc.
Birse, Daria (Russian Kretchma) NYC, re.
Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.
Blackstone Unit (Riverside) Milwaukee, t.
Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., nc.
Blake, Billy (Tower) Kansas City, Mo., t.
Blakstone, Nan (Club 17) Hollywood, nc.
Blanchard, Jerry (18) NYC, nc.
Boran, Arthur (President) Atlantic City, N. J., h.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Borgia & Oliver (Coq Rouge) NYC, re.
Boswell, Connie (Fox) Phila, t.
Bourbon, Ray (Rendezvous) Hollywood, nc.
Boudreaux, Melba (Dunes) Virginia Beach, Va., nc.
Bouvier, Yvonne (St. Moritz) NYC, h.
Bowes, Major, Third Anniversary Show (State-Lake) Chi, t.
Brand, Jules (Ambassador) NYC, h.
Brice, Rhoda (Village Brewery) NYC, nc.
Brown, Evans & Mary Davies (Red Gables) Indianapolis, nc.
Bruce, Betty (Earle) Phila, t.
Byrnes, Jimmy & Jerre (Blackhawk) Chi, nc.

C

Campbell, Aaron & Carolyn (Empire) La Salle, Ill., c.
Campbells, Casting (Coliseum) Los Angeles 19-24.
Campbells Trio (Empire) La Salle, Ill., c.
Candido, Candy (Seven Seas) Hollywood, nc.
Cantatore, Maria (Gamecock) NYC, c.
Cansinos, The (Bismarck) Chi, h.
Cardini (Casa Manana) NYC, nc.
Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
Carltons, The (Arabian Gardens) Columbus, O., nc.
Carmen (Leon & Eddie's) NYC, nc.
Carr, Billy (606 Club) Chi, nc.
Carroll, Della (Paradise) NYC, re.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Castaine & Barry (Cavalier Beach) Virginia Beach, Va., nc.
Chandler, Evelyn (International Casino) NYC, nc.
Chaney & Fox (Palace) Chi, t.
Chavez, Alfonso (Trocadero) NYC, re.
Chuck & Chuckles (Colonial) Dayton, O., t.
Clifford, Pete (Swing) NYC, nc.
Clinton, Larry, & Orch. (Earle) Phila, t.
Cobey, Lew (White) NYC, h.
Cocco, Gabriel (Ambassador) NYC, h.
Cohan, Rosie (Matteoni's) Stockton, Calif., nc.
Cole, Eddie (Mayfair) Buffalo, nc.
Cole, Jack (Radio City Rainbow Room) NYC, nc.
Collette & Barry (St. Moritz) NYC, h.
Collette, Joan (606 Club) Chi, nc.
Colligan, Bill: (Crisis) NYC, nc.
Collins, Frank (Jim Otto's) Hollywood, nc.
Comstock, Frances (One Fifth Ave.) NYC, h.
Cooper, John (Kit Kat) NYC, nc.
Coralli (Bublichki) Hollywood, nc.
Cortez, Lita (Tivoli) Juarez, Mex., nc.
Crump, Pleasant (Glass Hat) NYC, nc.

D

D'Arcy Jean (McAlpin) NYC, h.
Dane, Olga, Sextet (Colosimo's) Chi, nc.
Daniels, Jean (Plantation) NYC, nc.
Daniels, Putney (Furnace) NYC, nc.
Darrow, Chick (Village Nut) NYC, nc.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Johnnie (Strand) NYC, t.
Davis, Bill (Jim Otto's) Hollywood, nc.
De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.
DeCarlos & Granada (Park Central) NYC, h.
Debutantes, Four (Gloria) Columbus, O., nc.
Delahanty Sisters (Mac's) Germantown, O., nc.
Dell & Hamory (Essex House) NYC, h.
Dennis & Sayers (Chez Ernest Club) Three Rivers, Que., Can., Aug. 22-Sept. 19, nc.
Dillon & Parlow (El Mido) Vallejo, Calif., nc.
Dimitri & Helen Virgil (El Gaucho) NYC, nc
Dion, Ilas (Bertolotti's) NYC, nc.
Dittman, Grace (Palmer House) Chi, h.
Dolores & Felipe (Havana-Madrid) NYC, nc.
Donahoe, Ralph (Gloria) Columbus, O., nc.
Donnelly, Harry (Gay Nineties) NYC, nc.
Doree, Princess (2 o'Clock) Baltimore, nc.
Dorita & Valeroy (El Chico) NYC, nc.
Downey Sisters (Jim Otto's) Hollywood, nc.
D'Rey, Phil (400 Dinner Club) Houston, Tex.
Dracken, Russell (Whirling Top) NYC, nc.
Drayton Sisters & Jack (Rustic Club) Scottsbluff, Neb., nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Duchin, Eddy, & Band (Paramount) NYC, t.
Duffy, Bobby (New Yorker) NYC, h.

E

Egbert, Marion (Plantation) NYC, nc.
Ellin, Marita (Old Roumanian) NYC, re.
Ellis, Patricia (Casa Manana) NYC, nc.
Ellis, Kay (Jim Otto's) Hollywood, nc.
Emmy, Carl, & Madwags (Riverside) Milwaukee, t.
Endor & Farrell (Clover) Hollywood, nc.
Engel, Joan (Century) Baltimore, t.

F

Farrell, Bill (Place Elegante) NYC, nc.
Faulkner, Lorraine (Afrique) NYC, nc.
Feeley, Mickey (Garbo) NYC, re.
Fern, Pearl, & Co. (Canadiana Show Boat) Erie, Pa., nc.
Fern, Vera (Paradise) NYC, re.
Fisher, Jimmy (Mayfair) Buffalo, nc.
Fiske, Dwight (Colony Club) Chi, nc.
Fletcher, Bruz (Ball) Hollywood, nc.
Flinch, Bob (Weber's Hof Brau) Camden, N. J., nc.
Floretta & Boyette (Canadian Club) East St. Louis, Ill., Sept. 8-30, nc.
Flowerton, Consuelo (Chateau Moderne) NYC, nc.
Forrest, Helen (Century) Baltimore, t.
Francais, Charlie (18) NYC, nc.
Frances, Dixie (LaSalle) Chi, h.
Frank, Art (Earle) Phila, t.
Franklin, Cass (New Yorker) NYC, h.
Frederickson, Les (Casa Del Ray) Santa Cruz Beach, Calif., h.
Frisco, Joe (Seven Seas) Hollywood, nc.

G

Gae, Nadine (Roxy) NYC, t.
Gainsworth, Marjorie (State) NYC, t.
Gale, Alan (2 o'Clock) Baltimore, nc.
Gallagher, Ruth (Tap House) Elmira, N. Y., nc.
Garber, Jan, & Band (Lyric) Indianapolis, t.
Garr, Eddie (Riviera) Fort Lee, N. J., nc.
Gavin, Margo (Club Minuet) Chi, nc.
Gaynes, Leila (Club 18) NYC, nc.
Georges & Jalna (Ambassador) Los Angeles, h.
Gerrity, Julia (Maxim's) NYC, re.
Gilbert, Bob & Fleurette (Colosimo's) Chi, nc.
Gilbert, Bert (Tic-Toc-Tap) Milwaukee, nc.
Gilmore, Amelia (Wivel) NYC, re.
Golden Follies Revue (Red Gables) Indianapolis, nc.
Gonzales & Menen (McAlpin) NYC, h.
Goodell, Danzi (Paramount) NYC, t.
Goodman, Benny, & Band (Chicago) Chi, t.
Gordon's, Alf, Dogs (Palace) Chi, t.
Gower & Jeanne (Ritz-Carlton) Boston, h.
Gracia & LaMarr (Tivoli) Juarez, Mex., nc.
Grafton, Gloria (Walton) Phila, h.
Grauer, Bernie (Gay '90s) NYC, nc.
Grauman, Saul, & Co. (Colonial) Dayton, O., t.
Gray, Jack (Park Lane) NYC, h.
Green, Al (Pioneer Nut) NYC, nc.
Grey, Betty (Bismarck) Chi, h.
Griffith & Wells (Maple Tree Inn) Portville, N. Y., nc.
Grogan, Willie (18) NYC, nc.
Gross, Jackie (Coronado) Worcester, Mass., h.
Gulzar, Professor (New Yorker) NYC, h.

H

Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
Harper, Lois (Stevens) Chi, h.
Harrington, Pat (Club 18) NYC, nc.
Harris, Tom & Mickie (Gloria) Columbus, O., nc.
Harrison, Spike (Gay '90s) NYC, nc.
Harvest Moon Dance Winners (State) NYC, t.
Heidt, Horace, & Band (Orpheum) Minneapolis, t.
Hildegarde (Savoy Plaza) NYC, h.
Hill, Florence (Plantation) NYC, nc.
Hoctor & Shayne (Rancho San Pablo) El Cerrito, Calif., nc.
Hoffman, Lou (Villa Venice) Chi, cc.
Hollywood Marjorettes (Roxy) NYC, t.
Holmes, Helen (Colosimo's) Chi, nc.
Hooton, Don (Palmer House) Chi, h.
Hopkins, Bob (Chez Ami) Buffalo, re.
Hourckle, Johnny (Bal Tabarin) NYC, nc.
Howard, Joseph (Bill's Gay '90s) NYC, nc.
Hoysradt, John (Radio City Rainbow Room) NYC, nc.
Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
Humes, Helen (Famous Door) NYC, nc.
Hyde, Vic (Earle) Washington, D. C., t.

I

Jackson, Half Pint (Black Cat) NYC, nc.
Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jackson & Blackwell (Biltmore Bowl) Los Angeles, h.
Jeanette & Kalan (2 o'Clock) Baltimore, nc.
Janet of France (Janet of France) NYC, re.
Jans, Lynton & Brooks (Shoreham) Washington, D. C., h.
Jarvis, Sam (International Casino) NYC, nc.
Jazz, Dr. (Regal) Colombo, Ceylon, t.
Johnson, Jelly Beans (Mayfair) Buffalo, nc.
Jones, Bobby (Black Cat) Wilmington, Del., c.
Joyce, Sally (Tic-Toc-Tap) Milwaukee, nc.
Joyita & Maravilla (El Chico) NYC, nc.
Julian, Billy (Matteoni's) Stockton, Calif., nc.
Julian, Don & Marjorie (Stevens) Chi, h.

K

Kalani, Kay (Hawaiian Paradise) Hollywood, nc.
Kaleolani, Alvin (Biltmore) NYC, h.
Kapelova, Klavdia (Russian Kretchma) NYC, nc.
Karavaeff, Simon (Russian Kretchma) NYC, nc.
Karson's, Maria, Musicales (Circle Bar) East Dubuque, Ill.
Kavanagh, Stan (State) NYC, t.
Kean, Betty (Mad Russian Cafe) Hollywood, nc.
Kelly, Paula (Rainbow Room) NYC, nc.
Kelsey, Billy (Cumberland) Pittsburgh, h.
Kemble, Letty (Bertolotti's) NYC, nc.
Kenney, Billy (Cortez) El Paso, Tex., h.
Kermit & Demris (Sagmore) Rochester, N. Y., h.
King, Bob (Tower) Kansas City, Mo., t.
Krueger, Jerry (Famous Door) NYC, nc.

L

La Franconi, Terri (Palmer House) Chi, h.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lang, Dee (The Dome) Chi, re.
Lawler, Terry (Hi-Hat) Chi, nc.
Le Brun Sisters (Chez Ami) Buffalo 5-15, nc.
LeMaires, The (College Inn) Chi, nc.
Leavitt & Lockwood (Colonial) Dayton, O., t.
Leeds, Lois (Wivel) NYC, re.
Lee, Virginia, & Lathrop Bros. (Fox) Phila, t.
Lee, Bob (Wivel) NYC, re.
Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h.
Leopold, Billie (Ben's) Milford, Conn., re.
Lester, Ann (Capitol) Washington, D. C., t.
Lester & Irmajean (Grey Wolf Tavern) Masury, O., nc.
Lewis, Ann (Plantation) NYC, nc.
Lewis, Joe E. (Hi Hat) Chi, nc.
Lewis, Hank (Matteoni's) Stockton, Calif., nc.
Lewis, Dorothy (International Casino) NYC, nc.
Linton, Charlie (Swing) NYC, nc.
Lit, Bernie (Green Villa) Baltimore, nc.
Livingston, Edith (Mayfair) Buffalo, nc.
Long, Avon (Plantation) NYC, nc.
Lowa, Tanya (Gattaneau) Ottawa, Ont., Can., Aug. 31-Sept. 17, nc.
Loy, Thida (Gladstone) Casper, Wyo., h.
Lubina, Ada (Old Roumanian) NYC, re.
Lucas, Nick (Colonial) Dayton, O., t.

M

McDonald, Grace & Ray (Capitol) Washington, D. C., t.
McKay & La Vallee (Palm Beach Casino) Cannes, France.
Malone's, Jay, Harlem Crooners (Shamrock) Redding, Calif., ro.
Mahmoud, Ali (St. Moritz) NYC, h.
Mann, Marion (Blackhawk) Chi, nc.
Mapes, Bruce (International Casino) NYC, nc.
Marcus, Doctor (Powatan) Detroit, nc.
Marine, Fjola (Wivel) NYC, re.
Marinos, Los (Trocadero) NYC, nc.
Mario & Floria (Earle) Washington, D. C., t.
Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.
Marquises, Three (La Marquise) NYC, nc.
Martin, Tony, & Band (Palace) Milwaukee, t.
Marsh, Gloria (Jimmy Kelly's) NYC, nc.
Martinez, Juan (Havana Madrid) NYC, nc.
Mason, Melissa (Earle) Washington, D. C., t.
Mason, Jackie (Wonder Bar) Cincinnati, nc.
Mauseth, Irene (18) NYC, nc.
Maychelle, Billie (Colosimo's) Chi, nc.
Meadows, Frankie: (Butler's) NYC, nc.
Mercer, Maryan (Village Barn) NYC, nc.
Merz, Kathryn (Swing) NYC, nc.
Mexican Charros (Tivoli) Juarez, Mex., nc.
Michon, Michel (Russian Kretchma) NYC, nc.
Miller, Beth (Roumanian Village) NYC, nc.
Miller, Cathlyn (Royal Hawaiian) San Francisco, nc.
Minevitch, Borrah, Harmonica Rascals (Roxy) NYC, t.
Miraeva, Inna (Bublichki) Hollywood, nc.
Mitchell-Hedges, Dorothy (Village Nut) NYC, nc.
Morales Bros. & Little Daisy (Palmetto) Detroit, nc.
Moran & Piemonte (Warwick) NYC, h.
Morison, Alex (St. Regis) NYC, h.
Morris, Chester (Earle) Washington, D. C., t.
Mortimer & Bernhardt (Gloria) Columbus, O., nc.
Murtaugh Sisters, Three (Tower) Kansas City, Mo., t.

N

Napua (Lexington) NYC, h.
Nazarenko (St. Regis) NYC, h.
Neilsen, Eleanor (Crisis) NYC, nc.
Nelson, Ozzie, & Orch. (Strand) NYC, t.
Newdahl, Clifford (One Fifth Ave.) NYC, h.
Niesen, Georgie (Club Rainbow) Buffalo, nc.
Ninon & Villon (Villa Venice) Chi, cc.
Noland, Nancy (Elysee) NYC, h.
Norris, Harriet (Alabam') Chi, nc.
Novello Brothers (Palmer House) Chi, h.

O

O'Connor, Ann (Leon & Eddie's) NYC, nc.
O'Day, Darlene (Bismarck) Chi, h.
O'Neil, Johnny (Cumberland) Pittsburgh, h.
Oakes, Jimmy (Tivoli) Juarez, Nex., nc.
Oakland, Will (Maxim's) NYC, re.
Odeta & Kahala (Biltmore) NYC, h.
Ortego, Rosita (Villa Venice) Chi, cc.
Owen, Guy (International Casino) NYC, nc.
Owen, Cass & Co. (Palace) Chi, t.
Oxford Boys, Three (Chez Paree) Chi, nc.

P

Paige, Carol (Leon & Eddie's) NYC, nc.
Paris, Frank (Strand) NYC, t.
Parker, Ray (Rancho San Pablo) El Cerrito, Calif., nc.
Paul & Queta (Roxy) Columbus, O., nc.
Payne, Frank (Paramount) NYC, t.
Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., nc.
Perkins, Johnny (Tower) Kansas City, Mo., t.
Pierce & Harris (St. Regis) NYC, h.
Pitts, Zasu (Stanley) Pittsburgh, t.
Poliakova, Nastia (Russian Kretchma) NYC, nc.

R

Raeburn, Burt (Colonial) Dayton, O., t.
Ralph, Wynne (Radio Franks) NYC, nc.
Ramon & Renita (St. Regis) NYC, h.
Ramos, Bobby (Hawaiian Paradise) Hollywood, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Ransom, Blenda (Cavalier) NYC, nc.
Rathburn, Vern & Revels (Colonial) Dayton, O., t.
Raye & Naldi (Riviera) Fort Lee, N. J., nc.
Raye, Vic, Gill & Edith (Huntington) Huntington, W. Va., cc.
Reillys, The (Riviera) Fort Lee, N. J., nc.
Reyes, Paul & Eva (Chez Paree) Chi, nc.
Rhoades, Gladys (Place Elegante) NYC, nc.
Rhodes, Dorothy (Black Cat) NYC, nc.
Rhodes, Carol (Bossert) Brooklyn, N. Y., h.
Rhythm Rockets, Sixteen (Capitol) Washington, D. C., t.
Richman, Harry (Chez Paree) Chi, nc.
Richmond, Margaret (New Yorker) NYC, h.
Rickard, Earl (The Dome) Chi, re.
Rickson, George (Chateau Moderne) NYC, nc.
Ringo & Harris (Whirling Top) NYC, nc.
Roberts, Mary (Gay Nineties) NYC, nc.
Roberts & Farley (New Yorker) NYC, h.
Robbins, Archie (Mad Russian Cafe) Hollywood, nc.
Robbins Bros. & Sister (State) NYC, t.
Rochelle & Rita (Matteoni's) Stockton, Calif., nc.
Rodrigues, Teddy (Havana-Madrid) NYC, nc.
Rogers, Dick (Queen Mary) NYC, re.
Rollickers Trio (Bennett) Binghamton, N. Y., h.
Rolling Cloud, Chief, Dog Town Follies (Colonial) Cambridge, O., t.
Romona (Cavalier) NYC, nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Ross, Lee (Showboat) Orange, Tex., nc.
Roth & Shay (Apollo) Nurnberg, Germany, t.
Royal Hawaiian Sweethearts (Biltmore) NYC, h.
Rush, Ann (18) NYC, nc.
Ruiz, Maclovia (Blackhawk) Chi, nc.
Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
Ryers, Frankie (18) NYC, nc.

S

Sachs, Ray (Roxy) NYC, t.
St. Claire & O'Day (Tivoli) Sydney, Australia, Aug. 29-Oct. 12, t.
Samuels, Three, & Harriet Hayes (Stanley) Pittsburgh, t.
Sankar, Kostia (Bublichki) Hollywood, nc.
Satch & Satchel (St. George) Brooklyn, N. Y., nc.
Sava, Marussa (Russian Kretchma) NYC, nc.
Sawyer, Myra (Matteoni's) Stockton, Calif., nc.
Scott, Virgie (Black Cat) NYC, c.
Schnickelfritz Orch. (Stanley) Pittsburgh, t.
Shandor (Buckingham) NYC, h.
Sharlan & Aldyth (Normandy Inn) Warren, Pa., nc.
Shatlen, Anna (Roumanian Village) NYC, re.
Shutta, Ethel (Chez Paree) Chi, nc.
Siegel, Al (Casa Manana) NYC, nc.
Simmons, Lee (Plantation) NYC, nc.
Simpson, Carl & Faith (Colonial) Dayton, O., t.
Simpson's Humanettes (Colonial) Dayton, O., t.
Sinclair Twins (Earle) Washington, D. C., t.
Singing Strings (Graylyn Blue Room) Indianapolis, nc.
Skelton, Red (Capitol) Washington, D. C., t.
Spec & Spot (Colosimo's) Chi, nc.
Sperry, Frank (Roosevelt) NYC, h.
Squires, The Four (Mad Russian Cafe) Hollywood, nc.
Sterling, Wynne (Roumanian Village) NYC, re.
Stewart & Davis (Tic-Toc-Tap) Milwaukee, nc.
Stooges, Three (Paramount) NYC, t.
Sullivan, Ed (State) NYC, t.
Suzanne & Christine (Jimmy Kelly's) NYC, nc.

T

Talent, Bill (Palace) Milwaukee, t.
Tatam, Art (Three Deuces) Chi, nc.
Tavares, Freddy Kaulana (Biltmore) NYC, h.
Terrace Boys (Barney Gallant's) NYC, nc.
Thomas & Kent (Afrique) NYC, nc.
Thomas, Jackie (Swing) NYC, nc.
Thomashefsky, Boris (Rainbow Inn) NYC, re.
Tilton, Martha (Pennsylvania) NYC, h.
Tip, Tap & Toe (Casa Manana) NYC, nc.
Titans, Three (Tower) Kansas City, Mo., t.
Trahan, Al (Casa Manana) NYC, nc.
Travers, Helen (St. George) Brooklyn, N. Y., h.
Tucker, Sunny (Ivan Frank's) NYC, c.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

The Final Curtain

ARTHUR—Evan, 77, prominent Salt Lake City musician, of pneumonia August 30. Survived by four stepsons, Horace S. Ensign, Wichita, Kan., formerly secretary of the fair association there; Angus C., Magna, Utah, and L. LeRoy and George T., of Salt Lake City. Services and burial in the last-named city September 3.

BLOCK—Edward J., 54, vice-president and sales manager of the Berkshire Poster Co., New York, at his home in Jackson Heights, Long Island, September 4 of uremic poisoning. He had been in the poster print business for more than 30 years and at various times was in the legitimate theater field as co-producer. He was well known in both indoor and outdoor show circles thru his affiliation with the Berkshire firm. Survived by his widow, Bertha; a daughter, Alice, and son, Edward J. Jr. Services September 6 from West End Funeral Chapel, Manhattan.

BURNETT—John L. (Jack), 61, songwriter and minstrel man, of a heart attack September 6 at his home in Kansas City, Mo. He was one of the original endmen in the old Epperson Minstrel troupe and had gained national fame as a songwriter. He wrote dialog for Moran and Mack and several other blackface acts. The last few years he had been in the advertising business, representing a Wichita, Kan., firm in Kansas City. Survived by a sister and four brothers, all of Kansas City. Services September 8 at St. Aloysius Church, Kansas City. Burial in Mount St. Mary's Cemetery, that city.

CALKINS—Mrs. Pearl, 49, wife of Fred Calkins and well-known in outdoor show circles, September 9 in a hospital at Turkey, Tex., of heart disease after a six-month illness.

COOTE—Bert, 70, British comedian, at his London home September 2. While he was in a number of plays over here, he is remembered especially for his vaudeville sketch, *A Lamb on Wall Street*. American audiences first saw Coote in 1880 when he toured the United States with Lotta (Charlotte) Crabtree. He was then only 12 years old. He spent several years in the United States, playing in *The New Boy, A Battle-Scarred Hero, Supper for Two* and other shows. In 1930 he entered the films and appeared in several British plays. Among Coote's recent London vehicles were *The Windmill Man, Tricks, The Shadow, Wild Violets, Where There's a Will* and *Sleeping Beauty*. Among the films in which he was seen were *Greek Street, Bracelets* and *Such Is the Law*.

CUNNINGHAM—Eddie, 60, former circus clown, September 5 at his home in Chicago. Burial in Mt. Carmel Cemetery, Chicago.

DALRYMPLE—Harry, 30, parachute jumper, of Phillipsburg, N. J., when both of his parachutes failed to open while giving an exhibition in Easton, Pa., September 4.

DELEVAN—Eddie, 58, former superintendent and auditor of the Al G. Barnes and Sells-Floto Circus, September 10 at his home in Kansas City, Mo., of a heart attack. He had been ill since leaving the show in June. In private life he was known as Edward Spencer Alexander.

DEMPSEY—Clifford, 76, actor, of a heart attack at his home in Leonardo, N. J., September 4. He recently appeared in *The Gorilla* and was to have played the part of the judge in *The Life of Abraham Lincoln*. Survived by his widow and a stepdaughter. Body cremated at Rose Hill, Linden, N. J.

DUNSMUIR — Alexander (Sandy), 66, of a skull fracture when struck by an automobile in Los Angeles July 29. He was formerly a member of Wallace Royal Highlanders with the Al G. Barnes Circus and for the past 15 years a member of the World War Veterans' Bagpipe Band, that city. At the time of his death he was working for MGM. Survived by a brother, James, of Dalrye, Scotland.

DYE—Edward H., 65, for many years clarinetist in the Holton Elkhorn Band, September 4 at his home in Elkhorn, Wis. Survived by his widow, two sons and a sister.

GARDNER—Chester (Chet), 40, racing car driver, killed in a crash at the Flemington Fair grounds, Flemington, N. J., September 3.

HEITH—Mrs. Ovella, 44, after an operation in a Dallas hospital recently. Services and burial there. Survived by her husband, mother, two sons and three brothers, W. H. Bonta, concessioner with Crowley's United shows; Ray Bonta, of *Dallas News* reporting staff, and C. A. Bonta, retired naval officer, San Pedro, Calif.

McHUGH—Jim, 19, performer with Greer's Rodeo Co., from a broken neck sustained when thrown by a steer during the Racine County Fair, Racine, Wis., August 30.

MARTIN—John F., 84, formerly keeper in Forest Park Zoo, Fort Worth, Tex., in that city September 1. Services in Fort Worth and burial in Mobile, Ala. Survived by his widow.

PAYNE—J., 57, known as original Sailor Jack, tattoo artist, of carcinosis in the U. S. Marine Hospital, New Orleans, July 8. He had worked with a number of shows, including Melville-Reiss, William Glick, World of Mirth, John Kolonis and others. Survived by his widow.

PERKINS—Mark, 52, former theater executive, of a heart attack at his home in Youngstown, O., August 28. His theatrical career began when he was an usher in the old Empire and Colonial theaters, Cleveland. Survived by his widow, son and mother. Services and burial in Youngstown.

PLUMSTEAD—Ellsworth C., 74, former entertainer with lyceum and chautauqua circuits, at his home in Birmingham, Mich., September 6. Survived by his widow, Isabella; two sons, Philip and Donald; a daughter, Mrs. Louis Erwin, and a sister, Mrs. O. J. Bevis, of Detroit. Services in charge of the Masons, with interment at Evergreen Cemetery, Detroit.

SHORT—Floyd, 37, well-known showman and former circus performer, September 5 in McKetrick Hospital, Kenton, O., of a throat infection. He became identified with the circus when a young man and for several years was a clown and a member of the clown band of the Sells-Floto Circus. Later he was a slack-wire performer with the Hagenbeck-Wallace Circus. For the past 12 years he produced and operated his own shows under canvas, having been associated with Howard Bros.' Shows for some time. His most recent venture, Short's *Ranchland Girls Revue*, had been playing Ohio fairs. Survived by his mother, widow and two children, Floyd Jr. and John Allen. Services and burial in Kenton September 7.

SPENCER—Mrs. Herbert, 55, composer of popular songs of a generation ago and former vaudevillian, of a heart ailment at the Hackensack Hospital, Hackensack, N. J., September 2. She was better known under her maiden name of Fleta Jan Brown. Survived by her husband.

JOHN C. WEBER

John C. Weber, 83, nationally-known Cincinnati bandmaster and clarinetist, of infirmities of age at the Widows and Old Men's Home, Cincinnati, September 7. Weber began playing professionally when 14 and at 19 became a traveling musician with the John Robinson Circus and made many trips to Europe both as a student and performer.

Shortly before 1880 he became an artist under Theodore Thomas in summer orchestras and winter symphonies. Forty-three years ago he organized his famous band, and played his first big engagement at the Pan-American Exposition, Buffalo, 1901, and by 1911 the band was hailed as one of the country's finest and was given the name, The Prize Band, by Samuel F. Cary because it won so many honors. The band toured from Coast to Coast a number of times, becoming one of the most potent advertisements of Cincinnati's musical prestige.

Weber was one of the three men who founded the American Federation of Musicians of the United States and Canada. He was an honorary life member of Cincinnati Lodge of Elks and the Cuvier Press Club, and was one of the oldest members of Cincinnati Aerie of Eagles and Tippecanoe Lodge of Red Men.

Survived by one sister, Mrs. Carrie W. Schorr. Services at the Church of the Assumption, Cincinnati, with burial in Spring Grove Cemetery, that city.

Births

A daughter, Elizabeth Ann, to Mr. and Mrs. H. J. Goodard in Morningside Hospital, Tulsa, Okla., August 31. Mother is the daughter of Mrs. Al T. Johnson, of med fame.

A 10¼-pound son, Eddie Joe, to Mr. and Mrs. Ed Matson in Hodge Hospital, Hodge, La., September 2. Parents were formerly concessioners with Dodson's World Fair Shows.

A daughter, Verna Bridgett, to Mr. and Mrs. Carl Morrison, concessioners with the Cumberland Valley Shows, in their trailer home at Cleveland, Tenn., August 11.

A 7½-pound daughter, Patricia Benay, to Mr. and Mrs. Ben Cheek at the House of the Good Samaritan, Watertown, N. Y., August 30. Parents are with the De Luxe Shows of America.

A 4½-pound daughter, Judith, to Mr. and Mrs. Cliff Perry in Detroit August 24. Father is booker for MGM there.

A seven-pound son to Mr. and Mrs. Steven Nelson in Illinois Masonic Hospital, Chicago, September 1. Mother is the former press agent for the Stevens Hotel, Chicago.

Marriages

BELL-SMITH—Patrick Bell, rider on the Wall of Death with World's Exposition Shows, and Pearl Smith, of the Esquire Show on the same organization, in Richmond, Va., recently.

COUSINS - CHAMBERS — John J. Cousins, member of the press staff of Russell Bros.' Circus, and Kitty Chambers, nonpro, Wheeling, W. Va., in Bartlesville, Okla., recently.

DeVOE-PARTIN—Jack DeVoe, general agent for the Scott Bros.' Shows, and Esther Inez Partin, nonpro, in Montgomery, Ala., September 2.

HAWKINS - BEYERS — Charles J. (Buddy) Hawkins, musician with the Heffner-Vinson Stock Co., and Arline Beyers, dancer with the same show, in Sandersville, Ga., September 4.

HEIN-ERBE—Paul C. Hein, orchestra leader, and Berta Erbe in Appleton, Wis., September 3.

O'BRIEN-TAYLOR—Billy O'Brien, of the John R. Van Arnam Radio Funmakers, tent show, and Ann Taylor, nonpro, under the big top in Rockland, Me., recently.

UPDIKE-WALLACE—Colon T. Updike, former showman, Pearl City, Hawaii, and Agnes Wallace, internationally known bagpiper, at the Beretania Street Methodist parsonage, Honolulu, August 10.

WORKMAN-PFEIFFER—Davey Workman, orchestra leader, and Viola May Pfeiffer, novelty dancer, in Kansas City, Mo., June 22, it has just been revealed.

Coming Marriages

J. G. Wilds, NBC broadcaster and emsee, and Grace Drum, nonpro, Emporium, Pa., soon.

BURLESQUE REVIEWS—

(Continued from page 21)

what the patrons can expect in entertainment. It's clean all the way and would do for any vaude stage. Tempo, however, was a bit slow—natural on a first week feel. Comedy material could stand a peppier brand, altho the two comics, Jimmy Pinto and Dell Della, satisfy. With good material they can be faves. Della plunks a banjo and guitar to the front and rear of him, and Pinto bungs out bass notes from a valise-shaped box. They are paced with pretty Connie Fanslau, performing in spite of a broken ankle sustained a fortnight previous at Atlantic City. She warbles for the first time and with some training the gal can match pipes with the best. As a straight, she's click.

A minimum of scenes, yet those given done okeh, particularly *Hold the Car*.

Bernard shows off his girls in a number of snappy routines. Thus far he has 16 ponies and five parade gals. Wardrobe and choreography okeh.

Stripping contingent is headed by Benita Frances, cellophane girl. Routines are refreshing and she handles her cellophane umbrella neatly. Princess Jai-Leta, blonde, does a neat job of impersonating Mae West, from singing to stripping. Very good. Other satisfier is Leone Thuston. Jai-Leta as featured dancer does a *Reefer* and Indian sacrificial number.

Harry Evanson and Sid Melton are the other comics. Evanson okeh with Floyd Hallicy, straight man, in the *Hold the Car* number. Nixon and Andre click as modern interpretative ballroom dancers, the gal shining with her lithe, artistic body. Routines are interesting.

Bates and Beverly, mixed tap duo, okeh on their business, the lad soloing for some baton swinging. Jean Bedini, magician, works with the comedians as straight man and interpolates his act therein. Tommy Phillips impersonates Jolson, Richman and Cantor. With Frances Carroll and Tommy Stockley, they comprise the show's vocalers. Combo, however, is way off on the harmony end.

Show rates a bigger admish for what the management dishes.

Sidney J. Paine.

Tyler, Smiling Tex (Green Tree) Cincinnati, nc.

U

Uherle, Helen (Butler's) NYC, nc.
Uppman, John (Manny Wolf's) NYC, re.
Usdonoff, Mischa (Russian Kretchma) NYC, nc.

V

Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies.
Velez, Angela (Chateau Moderne) NYC, re.
Veloz & Yolanda (Palmer House) Chi, h.
Vermillion, Irene (Fox) Phila, t.
Vernon, Pat (Arabian Gardens) Columbus, O., nc.
Villon, Renee (Jimmy Kelly's) NYC, nc.
Volta (Lexington) NYC, h.
Von Gassner & Vernon (International) NYC, nc.

W

Wainwright, Helen (Leon & Eddie's) NYC, nc.
Walker, Jeanne (Hi-Hat) Chi, nc.
Wall, Clarence, "Rubber Legs" (Casino) Lancaster, Pa., nc.
Wallace, Earlyne (Capitol) Washington, D. C., t.
Wallace Bros. (Black Cat) NYC, nc.
Walley, Nathan (International Casino) NYC, nc.
Waring, Ruth (Wivel) NYC, re.
Warren, Del (Jim Otto's) Hollywood, nc.
Wayne, Ruth (2 o'Clock) Baltimore, nc.
Welch, Muriel (Leone's) NYC, re.
Welch, Roberta (Bartolotti's) NYC, nc.
Wessels, Henri (Plantation) NYC, nc.
White, Jack (18) NYC, nc.
White, Ann (Queen Mary) NYC, re.
Wicke, Gus "Popeye" (Radio Franks') NYC, nc.
Wickse Bros. & Armida (Alhambra) Capetown, South Africa, Aug. 23-Sept. 17, t.
Wildach, Robert (Casa Manana) NYC, nc.
Wiley, Lee (Astor) NYC, h.
Willard, Harold (Gay Nineties) NYC, nc.
Withee, Jerri (Maxim's) NYC, re.
Wolfe, Lorna (Villa Venice) Venice, Calif., nc.
Wood, Britt (Capitol) Washington, D. C., t.
Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.

Z

Zang & Todd (Colosimo's) Chi, nc.
Zastro & Wells (Tic-Toc-Tap) Milwaukee, nc.

(See ROUTES on page 60)

FAIR GRAND-STAND ATTRACTIONS

(Routes are for current week when no dates are given)

Aces, Two: Doylestown, Pa.; Shelby, N. C., 19-24.
Alee, Edna, & Co.: Greenfield, Ia.; Hutchinson, Kan., 18-23.
Aronty's, Aerial: Spruce Pine, N. C.
Avalon Troupe: Louisville, Ky.
Avery, Gertrude, Diamond Revue: Kentland, Ind., 14-16; Jefferson, Wis., 17-18.
Avery, Gertrude, Laugh Parade: Saginaw, Mich.
Avery Trio with Eddie Keck: Vernon, N. Y.
Basile's, Joe, Band: Lewisburg, W. Va.; Allentown, Pa., 20-24.
Beno, Ben: Elkton, Ky., 14-17.
Billetti Troupe: Jefferson, Wis.
Brownlee's Hickville Follies: Lansdowne, Ont., Can., 13-14; Pakenham Ont., 19-20.
D'Arcy Girls: Doylestown, Pa.
Dean, Skip, & Co.: Memphis, Tenn.
Donahue & La Salle: Woodstock, Va.; Rutherford, N. C., 19-24.
Doss, Frank, Animals: Vernon, N. Y., 13-16.
Everett & Conway: Hartford, Mich.
George, Great, & Anita: Zumbrota, Minn., 14-17; Hutchinson 19-22.
Helen & Marshall: Vernon, N. Y.
Jaydee, the Great: Keokuk, Ia., 19-24.
Kelly, Berniece, Circus Revue: Millersburg, Pa., 15-17.
Lorenzos, Four Aerial: Marshalltown, Ia.; Springfield, Mass., 19-24.
Meizers, Flying: Dayton, Tenn.
Morris, Will & Bobby: Arendtsville, Pa.
Orloffs, The: Mt. Vernon, Ill., 13-15; Greenville 16.
Reynolds, Helen, Skaters: Reading, Pa.; Shelby, N. C., 19-24.
Si, Fannie & Mule Abner: Upper Sandusky, O., 14-16; Adrian, Mich., 21-24.
Spiller, Capt. Albert: Spencer, Ia.; Adrian, Mich., 19-24.
Steiner Trio: Carthage, O.
Taylor Bros.: Honaker, Va.
Tudor Sisters & Avery: Vernon, N. Y.
Unicus Troupe: Spruce Pine, N. C.
Webb, Capt. George: Pawhuska, Okla., 12-15; Ennis, Tex., 19-24.
Wright, C. A., Dog Circus: Keene, N. H., 16-18.

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Behee, Mrs. Rose, 4c
Bowen, D. M., 30c
Castro, Dora, 3c
Conlon, J. J.
Cook, Chas. F.
Cox, O. C., 6c
Donner, Chas. J., 6c
Cushing, Capt. F. H., 6c
Doran, Richard, 6c
Franklin, C. C., 20c
Heck, Luther, 11c
Hunt, T. R., 16c
Johnston, Elizabeth, 3c
Kelley, Albert, 50c
McQueen, R. L., 4c
Murphy, Warren, 10c
Myron, Arthur, 5c
Nelson, Lew Rella, 3c
Peppers, F. W., 6c
Prince, Jack, 10c
Winner, Lucky, 5c

Women

Abbott, Mrs. Noel Lee
Abdella, Genevieve
Adams, Mrs. A. F.
Adams, Mrs. Gladys
Alabassi, Countess
Allen, Peggie
Allen, Minnie Maude
Allen, Mrs. Victor
Allison, Blanche
Amarda, Thelma
Anderson, Helen Emery
Anderson, Violet
Andre, Nitza or Ann
Anna, Mlle.
Arndlo, Evelyn
Arnheim, Mrs. Edw.
Artis, Anna
Austin, Mrs. Z.
Ayers, Mrs. C. W.
Ayers, Mrs. J. D.
Baggett, Mrs. E. C.
Bahnsen, Mrs. Wm.
Baily, Mrs. Gloria
Bales, Vada Lee
Balis, Mrs. Dorothy
Barbara, Mrs. Kathleen
Barber, Bobbie
Barfield, Mrs. Dolly
Barker, Joyce
Barry, Mrs. Rochelle W.
Bartlett, Jackie
Bartok, Mrs. Betty
Baxter, Mrs. Beek
Becker, Mrs. Louis
Bedoni, Nellie
Beers, Mrs. Sadie
Beisel, Marge
Bell, Bee
Bell, Margaret
Bennett, Cleo
Bernhardt, Nelta
Bierly, Lou Ann
Bilt, Madam
Birkman, Mrs. Wm.
Bistany, May
Blaney, Beverly Joan
Blizzard, Loretta
Blount, Mrs. Lucinda
Bobbett, Wanuetta
Bohn, Mrs. Grace
Boideau, Isabel
Bookman, Edith
Bookman, Mrs. Russell
Boone, Mrs. S.
Bowersox, Nonabelle
Bowman, Mrs. Frank L.
Bowman, Mrs. Iva
Brabham, Blanche
Bradford, Glenna
Breese, Mrs. W. M.
Breman, Helen
Bresk, Mrs. Frank
Brooks, Annie
Brown, Mrs. Caroline
Brown, Mrs. Frances
Brown, Mrs. Zuellen
Brownston, Mrs. A.
Brumfield, Mrs. Dewey
Brute, Virginia
Bryant, Florence
Bucuanan, Mrs. Margaret
Buck, Mrs. (Dolletta)
Bullock, Mrs. Claire
Burdge, Irene
Burke, Mrs. Peggie
Burrell, Virginia Lee
Butler, Mrs. Tom J.
Byers, Patty
Cain, Lou
Calkins, Lola
Campbell, Mrs. Lib
Campbell, Mrs. W. S.
Canot, Mrs. Jimmie
Cantara, Mrs. S. J.
Cardona, Mrs. Clara
Carcio, Mrs. Fatima
Caricafe, Hazel
Carlson, Mrs. Lee
Carp, Jewel
Carroll, S. J.
Carson, Mrs. Freddie
Cassino, Mrs. Christine
Castle, Mrs. John R.
Caughey, Mrs. R. J.
Cayser, Jean
Chapman, Mrs. Fern
Check, Bernice
Cheeks, Mrs. Gilbert
Clark, Virginia
Coatney, Mrs. Annie
Cole, Mrs. Rex
Coleman, Oliva
Collie, Rubie May
Conway, Mrs. Edith
Corrine, Mlle.
Costello, Mrs. Lois V.
Cotton, Mrs. Dan
Cousins, Lucille
Crawford, Mrs. F. R.
Crowe, Mrs. C. H.
Culverhouse, Mrs. J. L.
Cunningham, Con & Dixie
Curtis, Edna
Danner, Irene
Davis, Dollie Belner
Darling, Jacqueline
Davis, Mrs. Garland
Davis, Mrs. Leona
Davis, Phyllis
Davis, Ruby
Davis, Sunny
DeGafferelly, Mrs. Marie
De LaPlate, Rita
DeLatorres, Rosalia
DeMitchell, Mrs. O.
Dean, Agnes
Dean, Dr. Myrtle
Debien, Helen
Devoare, Mrs. Ruth
Devine, Mrs. Bobbie
Dickman, Marg
Dilbeck, Irene
Disney, Verne
Dixon, Mrs. Babe
Dodds, Betty
Dokes, Mrs. Ernestine
Dolen, June
Dooley, Mrs. Frances
Dose, Mrs. Lillian
Downs, Helen
Drake, Mrs. Bob
Driscoll, Juanita
DuBois, Jeattea
DuVell, Honey
Duncan, Mrs. Havana
Dunlavey, Mrs. J. D.
Dupont, Doris
Dyer, Mrs. Eleanor
Dyer, Lady (Pete)
Earlgwine, Mickey
Elam, Mrs. Ruth
Ellerhorst, Mrs. Walter
Ellis, Mrs. Kitty
Emerson, Mrs. Mildred
English, Mrs. W. H.
Evens, Mrs. Lottie
Everett, Mrs. Fritzie
Falvon, Betty
Farley, Bessie
Fasutino, Mrs. Pearl
Ferguson, Mrs. Danny
Ferguson, Thelma
Ferriham, G.
Ferris, Mrs. Paul
Field, Betty
Fields, Mrs. Virginia
Fletcher, Rose
Flinchum, Martha
Foster, Mrs. Blanche
Goll, Mrs. Ethel L.
Ford, Mrs. C. L.
Foreman, Gertrude
Fowler, Hattie Mae
Fox, Mrs. Carl
Francis, Betty
Franklin, Mrs. Hazel
Fraser, Mrs. James S.
Frederick, Mae & Cecil
Freeman, Ada
Frisk, Miss
Gale, Laverne F.
Gall, Mrs. Ethel
Gardner, Ginger
Gay, Mrs. James
Gilbert, Clara
Gilberts, Mrs. Reba
Ginens, Cleo
Gleason, Mrs. Jean
Gonzalis, Billie
Goodman, Mrs. Gene
Goodwin, Jeanette
Grabbe, Ella
Graves, Jammie
Gray, Isabelle
Gray, Mrs. Roy
Green, Gladys
Gregg, Edna Louise
Grey, Glenda
Grisson, June
Groff, Mrs. Nora
Gross, Mrs. Geo.
Gross, Mrs. J. P.
Gundy, Mrs. May
Gutshall, Althea
Hahn, Mrs. Pegg
Halena, Princess
Hall, Mrs. E. U.
Hall, Mrs. Ed L.
Hall, Mrs. Ruth
Hamilton, Juanita Pat
Hammond, Dorothy & Babe
Hammond, Mrs. Earl F.
Haney, Mrs. Shannon
Hapwood, Mrs. Duke
Harden, Mrs. L. H.
Hardy, Mrs. Katheryn
Harman, Elise
Harmon, Mrs. Rosa
Harp, Mrs. Roxie
Harris, Mrs. Ben
Harris, Billie
Harris, Gladys Pepper
Harris, Margaret & W. R.
Harris, Roxy
Hassell, Marie
Hatfield, Jerry
Hauf, Jeanette
Hecks, Mrs. R. G.
Hendershot, Mrs. J.
Henderson, Ruth
Henry, Mrs. Lew
Henry, Margaret
Herman, Mrs. Eddie
Herman, Mrs. Helma
Hicks, Mrs. Wm.
Hill, Betty Lou
Hillburn, Mrs. H. H.
Hinckley, Mrs. R. H.
Holmes, Lillie
Hope, Mrs. J.
Huber, Mrs. Fritz
Humphreys, Mrs. Edna
Hutcherson, Betty
Jackson, Babe, Cyclist
Jaffery, Mrs. Molley
James, Mrs. A. F.
James, Mrs. Carl
Jarvis, Dorothy
Jennings, Mrs. Tony
Jewell, Mrs. Bessie
Jewell, Mrs. Clifford
Johnson, Lucille
Johnson, Mrs. R. A.
Johnson, Mrs. Sophia
Johnston, Mrs. Janetta
Johnson, Orrel
Jones, Mrs. C. B.
Jones, Mrs. Dewey
Jones, Mrs. Virginia
Jones, Mrs. Viola
Justus, L. M.
Kamm, Mrs. Clara
Karnes, Dorothy Jean
Kearns, Mrs. Clara A.
Keish, Edna
Kelleo, Mrs. Sid
Kelly, Mrs. Lib
Kennedy, Chic
Kenyon, Ann
Keown, Mrs. Helen
Ketrow, Mrs. Wm.
Ketzler, Dolly, Show
Kimerer, Mrs. Doris
Kimerer, Mrs. Max
King, Carrie Mae
King, Dorothy
King, Helen
King, Mrs. Howard
Klown, Mrs. Cecil
Knebler, Mrs. Harry
Knowlton, Marion
Koelber, Mrs. Harry
Krom, Helen
Kuhn, Mrs. Georgia
LaGracia, Madam Stella
LaRue, Mlle. Mae
LaSalle, Mrs. Constance
LaSalle, Mrs. Mary
Lafollyoore, Imilda
Lane, Mrs. John L.
Lasky, Mrs. S.
Lavartie, Mrs. Lena
LeRoy, Eva M.
LeRoy, Patsy
Lee, Mrs. Lily
Lee, Sonya
Lee, Wanda
Leonard, Dolly
Leonard, Batty & Fred
Leuell, Lena
Levine, Mrs. Ben
Levoyer, Mrs. Helen
Lewis, Mrs. Dick
Lewis, Mrs. Myrtle
Libby, Mrs. Frank
Liedtke, Mrs. V. A.
Linam, Mrs. D. W.
Lindsey, Mrs. Marge
Livermore, Belle
Lloyd, Mrs. Polly
Lobdell, Bernice
Lovell, Mrs. Virginia
Lusson, Mrs. Leo
Lyman, Mrs. Margarett
Lyons, Mrs. Elizabeth
McDonald, Mrs. Hazel
MacFarland, Mrs. Harry
McGregor, Mrs. Ella
MacNally, Mrs. Ralph
McBride, Avolyn
McLain, Dorothy
McNally, Mrs. Blanche
McNutt, Mrs. Virginia
McPeak, Mrs. Jackie
McPeak, Mrs. R. E.
Mack, Mrs. Harvey
Mack, Loraine
Madigan, Mrs. Kitty
Mango, Mrs. Rebecca
Manning, Mrs. Viola
March, Marion (Evans)
Marcus, Dorothy
Marks, Josefine
Martell, Georgie Phillis
Martin, Fern
Martin, Mrs. Maurice
Martin, Mrs. S. T.
Marx, Elsa
Mason, Mrs. Vear
Mathias, Hazel
Matney, Mrs. Lee
Mattson, Mrs. Opal
Mayne, Mrs. Martha
Melville, Mrs. Bertha
Melville, Mrs. Thelma
Mercer, Mrs. Dot
Meriman, Billie
Merritt, Mrs. Roswell P.
Mettler, Mary E.
Metz, Grace
Meyers, Mrs. Billie
Miller, Iris
Miller, Iva
Miller, Mrs. C. M. (Red)
Miller, Jean
Miller, Mrs. Mary
Mills, Mae
Miller, Mrs. W. R.
Misch, Mrs. Flora
Mitchell, Jean
Mitchell, Bertha Tribout
Mitchell, Lucille
Monroza, Donna
Moore, Mrs. Jas. G.
Moore, Ruthie
Morgan, Mrs. J. Doug
Morgan, Hila
Morris, Helena
Morris, Mrs. W. R.
Moss, Mrs. Anna Ray
Mruphy, Mrs. Warren
Myer, Margaret
Mylon, Marcia Ruth
Nasser, Georgia
Nazimova, Madam
Nelson, Joan
Nelson, Kitty & Jimmie
Nelson, Pauline
Nemar, Mrs. Shirley
Nevins, Mrs. Harry
Nicholas, Louise
Norlin, Dorothy
Norris, Mme. Bertha
Nye, Rhea
O'Ambrosio, Theresa
O'Conner, Mrs. Margaret
O'Dell, Mrs. Jesse
Otte, Mrs. Elizabeth
Owens, Mrs. Joe C.
Owens, Mrs. Virginia
Owens, Virginia Lee
Page, June
Page, Magie
Parker, Mrs. Alice
Parkerson, Mrs. Ulie
Parrish, Mrs. Kay
Pate, Blanche
Pearce, Katherine
Pence, Mrs. Cora M.
Pence, Mrs. W. L.
Perdue, Agnes
Perse, Mrs. Hilda Leonard
Peters, Mrs. Robt.
Petrarce, Carmine
Phelps, Mrs. W. J.
Philips, Mrs. Pearl
Pickens, Mrs. Inez
Piercy, Mrs. Geo.
Pierce, Mrs. W. L.
Polsley, Mrs. Betty
Pope, Mrs. Billie
Price, Mrs. Steve
Pritts, Frances I.
Pugh, Mrs. Geo. W.
Qualls, Mrs. Ferne
Rafea, Deane
Rainhart, Ethel
Randolph, Mrs. Florence
Rattle Snake, Princess Ray, Dorothy
Ray, Mrs. Lona
Raye, Olga
Reddings, Mary
Reekie, Bobbie
Rees, Rita
Reno, Mrs. Helen
Reynolds, Mrs. Billie
Reynolds, Jane Edwards
Rice, Malle E.
Richards, Myrl
Richey, Mrs. Leona (Michael)
Riddle, Annette
Riddles, Arnett
Riggs, Mrs. Lillian
Riley, Georgia
Riley, Olive
Rinehart, Mrs. Jack
Roberts, Dixie
Roberts, Fannie Lay
Roberts, Gracie
Roberts, June B.
Roberts, Mrs. Lula
Rocco, Mrs. Hazel (Ford)
Rocco, Mrs. Phil
Rogan, Stella
Rogers, Peggy
Ross, Jackie
Rossano, Helen
Rostich, Mrs. Alva
Rowe, Mrs. Jack
Rudick, Mrs. Estelle
Rudick, Mrs. H.
Sanders, Betty Lou
Sanders, Pauline
Sarri, Violet Mouse
Schellenberg, Mrs. Clarence
Schenks, Mrs. Clarence
Schnider, Mrs. E. J.
Scott, Frances
Seaton, Mrs. Helen
Seeck, Mrs. Geo.
Seymour, Lucille
Shahni, Mrs. Signa
Sharkey, Mrs. Geo. E.
Shaw, Alice
Shean, Mrs. Frank D.
Sherman, Mrs. Carl
Sheppard, Mrs. L. R.
Sherman, Mrs. C. E.
Short, Mrs. F. A.
Simms, Kenner Belle
Sisk, Mrs. C. G.
Sisty, Alice
Skierka, Mrs. Edw.
Slemp, Rod
Sloan, Mrs. J. A.
Sloniger, Marcella
Slusser, Mrs. Earl
Smith, Mrs. Bob
Smith, Madam Franchon
Smith, Mary
Smith, Mrs. Opal
Smith, Wenona
Smuckler, Mrs. Marie
Snediker, Mrs. Grace
Snellen, Harriet
Snodgrass, Mrs. Nona
Snow, Mrs. Janet
Sopenar, Mrs. Mae
Soret, Mrs. Joe
Souls, Mrs. Betty
Sorgee, Mrs. W. C.
South, Mrs. Earl (Pal)
Spear, Mrs. Ida M.
Spicer, Mrs. Earl
Sprowls, Marie
Stanton, Almeda
Stark, Mila
Starkey, Mrs. Frank
Starns, Wanda
Stein, Louise Wymore
Stein, Vera
Sterchi, Mrs. E. B.
Sterchi, Mrs. Wm.
Summers, Alice
Summers, June
Swicegood, Ethel
Swain, Mrs. Al
Swver, Mrs. Robt.
Sydney, Shirley
Tarrant, Corinne Dearo
Tatum, Eloise
Taylor, Mrs. Clothill Graham
Tennyson, Mrs. David
Thomas, Mrs. Virginia
Thompson, Mrs. Katherine
Thompson, Mrs. C. J.
Thompson, Marion
Tinsch, Mrs. Mary
Tobin, Mrs. M.
Toffel Sr., Mrs. Johnny
Tompson, Marie
Tramp, Dorothy
Trivandey, Mrs. E.
Trubaday, Mrs. Ann
Tubbs, Mrs. Elmer H.
Turner, Mrs. Gertrude
Twatt, Ophelia
Van Lidth, Mrs. E.
Van Ramm, Margie
Vickers, Mrs. Babe
Vincent, Goldie & Effie
Vogel, Jacqueline
Vogt, Marguserete
Wale-Letka, Princess
Wallace, Mrs. Mina Rick
Walts, Mrs. H. H.
Wampole, Mrs. Dorothy
Ward, Avis
Wasserman, Mrs. S.
Wasson, Grace
Watkins, Mrs. Sylvia
Webster, Helen
Weil, Ferne
Wells, Fanny Mae
Wells, Lily A.
Welts, Mrs. H. H.
Wendt, Marie
West, Blanche E.
Westlake, Aileen
Wheeler, Mrs. Buddy Laura
Wheeler, Mrs. G. J.
Whitaker, Dalna
White, Vivian
Whitehead, Mae
Whitiner, Mrs. Pauline
Whitman, H. F.
Whitmire, Bessie
Whitten, Kay
Wigley, Mrs. Katherine
Williams, Mrs. A. J.
Williams, Beverly Joan B.
Williams, Charlotte
Williams, Hazel
Williams, Mrs. Tonie
Williams, Virginia
Willoughby, Marge
Wilms, Madam
Wilson, Agnes
Wilson, Alice Kinnard
Wilson, Dianne
Wilson, Dolly
Wilson, Esther
Wilson, Mrs. Harry
Wilson, Mrs. Jack
Wilson, Mrs. Ruth
Winn, Mrs. Agnes
Winters, Elva Jane
Wiscom, Mrs. Mabel
Wolfe, Ethel E.
Wolfe, Mrs. La Vera
Wood, Mrs. Bert
Yale, Linda
Yanko, Susie
Young, Lucille
Zegda, Anne
Zimmerman, Mrs. Ruby
Zoy, Madame

Men

Aburto, Pedro
Aces, The Two
Adams, A. C.
Adams, Allen F.
Adams, Dewey
Adams, Frank "Boots" Adams-Friend
Players
Adams, Geo.
Adams, John O.
Adams, Johnnie
Adams, Ned
Adams, Ray Pete
Adams, Steve
Adams, Tony
Adams & Rush
Adler, Alfred
Adolph, Clarence
Agler, Harold (Happy)
Agner, Bill
Akbar, Professor
Akers, Charles (Red)
Aking, Duke-Hika "Alcesta"
Alder, Clarence
Aldrich, Leonard H.
Alexander, Jack
Alexander, S. N.
Allen, Ambrose
Allen Bros.' Wild West Circus
Allen, Casey
Allen, Gene
Allen, Harry L.
Allen, James H.
Allen, Rosco
Allen, Walton
Allison, Freddie
Allison, Merrill
Alvarado, Don
Alzoro, Karl
Amazo Co.
Ambassadors Quartet (8)
Ambrister, Ernest
American Express Shows
Anderson, Charlie
Anderson, Harley
Anderson, Paul
Andrews, Jack
Anglin, Luther
Anthony, Bumpsy
Apker, Russell
Arbright, R. P.
Arbuckle, Buck
Arbuckle, H. R.
Arbuckle, Rex
Archambeau, Dave
Archer, Chuck
Archer, H. L.
Arena Shows
Arenz, Thos.
Arlen, J.
Armann, Roy Tex
Arnett, Danny
Arnold, Harry
Arnold, Wm.
Arnott, Jack
Artagus, "Leonard Arthur, "Magician"
Ashby, Jesse
Ashton, Jimmy
Atwood, Fred
Audrey, Prof. Francis D.
Auerbach, Samuel
Auton, Wm. & Eva
Avalon, Robert
Babe, Bruce
Bagan, Al
Baggette, Eugene
Bahnsen, Wm.
Bailey, E. E.
Bailey, Jack
Baillie, Jack
Baker, Basil
Baker, Col. M. L.
Baker, Hugh C.
Baldwin, Harry W.
Banor, Frank
Banta, W. H.
Barber, Harry
Barber, W.
Barclay, Mack
Barfield, Herman
Barker, J. W.
Barlow, Edw. H.
Barlow, Wayne
Barnell, Dr. E. B.
Barnes, C. Arlington
Barnes, Charles
Barnes, Eugene E.
Barrere, Chas.
Barrett, Andrew
Barry, Geo.
Barry's Laboratories
Barth, Ben
Barth, Chaunce
Bartholomew, H. W.
Bartlett, R. C.
Bass, Abe
Batty, Joe
Bauer, Joseph Tom
Bausum, R. L.
Baxter, Bill
Bayless, Bill
Baylor, Maurice
Beahan, John
Beal, Geo. Brinton
Beatty, Paul
Beaty, O. J.
Beck, Don
Beckmaine, Orrille
Bedell, Chuck
Beeler, Marvin
Behee, Earl R.
Bejano, J. J.
Bell, Edw. L.
Bell, Herbert A.
Bell, Howard
Bell, St. Louis Fat
Bell, J. O.
Bell, W. W.
Bellonio, Vincent
Belmasky, Trompy
Belmont, Stanley R.
Benart, Al
Bender, Kelly
Bennett, Basil
Bennett, H. E.
Bennett, Owen
Benson, Jack C.
Benton, Chas.
Bentos, Four
Berge, Walter (Sailor)
Berkshire, Robt.
Bernard, Glen
Bernard, Kenneth Wm.
Bernardi Greater Show
Berni, Jean J.
Berry, C. O.
Berry, Curley
Bessern, Fred
Best, Clyde
Bever, John
Bey, Ben
Biddle, Wm.
Big Elk, Lee
Biggers, Larry
Bimbo, Miller
Binder, Herman
Binns, Victor
Birchfield, Bob, Musician
Bishop, Geo. J.
Bishop, B.
Black, Lester
Blackie, James Wm.
Blackstone, Doc
Blair, Cal
Blair, Norman
Blais, Jack
Blake, Eddie
Blank, Henry H.
Blomberg, Bill
Blood, Claud
Bobby & King
Boelke-Nelson Studio
Bohn, Junior
Bolt, J. P., Mgr.
Bond, Fred
Bonner, Fred
Bonseaar, Perry
Book, Vincent T.
Bookman, Buddy
Boomy, Big 4
Booth, Red
Boothman, Eddie
Boswell, Freddie
Bottorff, Harry C.
Bouillion, Frenchie
Bovia, Sensational Bowen, Clarence W.
Bowen, Joseph R.
Bowers, Wayne
Bowling, Joe H.
Bowman, Chas. W.
Boyle, J. F.
Bozelle, Billy
Bozo, Raggedy Ann
Brad, Fred
Bradley, Gene
Branscombe, Jack
Brant, Jack
Branton, Bill
Braswell, W. L.
Bray, Wm.
Breese, Del
Breese, Sole Mgr.
Breese, W. M.
Bremer, Bud
Brett, Howard
Brewer, Claude
Bridges, H. E.
Brikerhoff, C. A.
Bright, H. B.
Briscoe, Benny F.
Brock, Herbert
Brodel, Neal
Brook, Bob Rose
Brown, Bill Shorty
Brown, Ernest C.
Brown, Ernest (Sonny Boy)
Brown, E. L. Agent
Brown, James (Shorty)
Brown, Mr. June
Brown & Lynn Show
Brown, Richard (Dick)
Brown, W. B.
Brownell, Ray
Bruce, Edgar B.
Bruce, Kid
Brunks' Comedians
Brunner, J. R.
Bryan, Charles
Buchanan, Skipper
Buchanan, Tommy
Buck, Go Go
Buckland, Thomas
Bug House & Hokum Show
Bukett, Charles
Bullock, R. T.
Bundy, Rudy
Bunnell, Wm. R.
Bunner, Eddie
Burdge, Howard
Burgess, Hiram
Burke, Merle
Burleston, Jack
Burns, Blackie
Burns, Bobby (Hi-Brown)
Burns, Charles
Burrell, Jerry
Burris, E. H.
Burns, Robt. H.
Burt, Charles
Burto, Frank (Frenchy)
Burto, L.
Burwell, Hal
Butler, W. R.
Button, Geo.
Buttons, W. R.
Byars, Ralph
Byrd, Steve
Cafe, Jack
Cain, J. L.
Caines, Clarence H.
Callahan, Arthur
Callahan, J.
Calliff, Robt.
Cam, Young Troope
Campbell, Frank A.
Campbell, John E.
Campbell, Lloyd
Candres, Joe
Cantara, S. J.
Caper, Don
Carey, Tommy
Carlson, Edward
Carneer, J. Bill
Carpenter, Bill
Carroll, Dave
Carson, Freddie
Carter, Felton Peewee
Carter, Fred
Caruso, Johnnie
Caruthers, Bob Lee Myra
Cash, Lester Gareet
Casiro, Harry
Cassidy, Edward
Castro, Al
Caswell, Johnnie
Caudill, Millard
Cavanaugh, Edw. J.
Chalkias, Wm. Nick
Chapman, Wayne
Chappell, Delisle & Co.
Charles, Prince
Cheneweth, Jack
Chernut, Geo. T.
Chester, C. B.
Chilberg, Pete
Childers, Ralph
Christ United Show
Christain, C. B.
Christine, Russell Co.
Christo, Tom
Church, John
Ciaburri, J. P.
Cimino, Joe
Cirillino, John
Claar, John E.
Clark, Archie S.
Clark, Boss
Clark, Cliff
Clark, Keith
Clark, M. P.
Clark, Paul
Clark, Willie
Clarkson, Richard
Claude, Leo
Claude, Major (Midget)
Clayton, J. E.
Clifford, Lou
Clifton & Jules
Clifton, W. L.
Cline, John
Clint & Clark
Cobos, Thomas
Cochran, R. F.
Cockels, Jack
Cockerell, Geo.
Coddinos, The
Cody, J. M.
Cogle, Jack W.
Colb, Matt
Cole, Jack
Cole, Rex
Coleman, Max
Coleman, R. C.
Collings, Bill & Alice
Collins, D. J.
Collins, Elbert
Colvin, Clifford
Comalla, Chrys (Clown)
Comer, Winter A.
Comstock, Edw. A.
Conatser, Geo. L.
Concello, Arthur
Conely, Thomas J.
Condor, Frank
Conger & Santo Players
Conkling, Will E.
Conley, Thomas F.
Conlon, C. G.
Conn, Harry E.
Conrad, Robert
Conrad, Tex
Conway, Dewey
Conway, H. D.
Cook, Charles Wm.
Cook, Dea
Cook, F. E.
Cook, Harry
Cooke, Bobbie & Frank
Cooper, Jimmy
Corbin, Kenneth C.
Corey, Ralph
Corfew, Billy Ami
Corkrum, Othel
Correa, Eric
Corson, Fred
Costa, Geo.
Costa, Zeke
Costello, Frank
Couch, Cash
Coulston, Donald
Country, Chas. Klutz
Courtney, Raymond
Coyote, Al
Crago Players
Craig, Foil
Craman, M.
Cramer, Fred
Crandall, Le Roy
Crane, Robert
Craven, Geo.
Cravat, Nick
Crazier, R. B.
Creatore, Maestro
Cremmis, Prof.
Crenshaw, Edw.
Crenshaw, Tarzan
Creason, Lee
Crews, Francis R.
Crews, J. W.
Cronin, J. L.
Crowder, Geo. L.
Crowe, Donald S.
Crowe, W. J.
Crowson, W. P.
Cruse, Lloyd
Cruz, Dewey
Cunningham, Walter
Curran, Mike
Curry, Chas.
Curtis, M. O.
Curtis, V. E.
Cushing, Capt. F.
Dabbs, Cecil
Dale, A. L.
Dale, Billie
Dale, F. C. (Chickie)
Dallas, Johnee
Daly, Jack
Dams, A. C.
Dana, Gene
Daniels, Billy Dale
Daniels, Mickey & Co.
Danwell Troupe
Dardarella
Dare, Wally
Darling, Earl W.
Darling, Jack
Darnell, Sherry
Darrow, John
Datson, Frank
Davenport, Ben C.
Davenport, Orrin
Davidson, Forest
Davis, Ches
Davis, Earl M.
Davis, Henry Hudson
Davis, John B.
Davis, John W.
Davis, J. C.
Dawn, Mid
Dawson, Back, Players
Dawson, W. G.
Day, Charles E.
DeBell, Major Satydae
DeBreau, John
DeCardos, The
DeLong, Fred
DeLucie, Joe
DeMarlo, Harry
DeMars, Lawrence
DeMitchell, Otto
DeVoare, Chas. H.
DeWaldo, Mr.
DeWolfe, Linton
Decker, Earl
Dedrick, T. L.
Dell, E. M.
Delebate, Ernest
Dells, The
Delmaro, Joseph
Delmonte, Joseph
Delotch, Chick
Dennis, W. Burt
Derbois, Henry J.
Deshon, Doral Dina
DesJardin, Tom
Devere, C. M.
Devlin, Robt.
Dexter, Bob
Dick, Richard
Dillon, Ty (Dunn)
Dime, Jake
Disney, Verne
Dixon, Don & Mazie
Dixon, Howard M.
Dobas, The Four
Dobbs, Robert E.
Dodson, Eddie
Dolan, Roy
Dollar, Roy
Donnelly, J. W.
Donoghue, Chas. F.
Donohoe, H. A.
Donnely, James
Donnelly, Russell
Doolan, H.
Doolin, Fred
Dorrell, James
Dorsey, Geo. Lee
Dose, Kurt
Doto, Phil
Dougherty, Tom
Dowdy, S. H.
Doyle, Harry
Doyle, S. B.
Drake, Harry
Duckoff, Concessioner
Duffy, Bruce J.
Dugan, Ed
Dugan, John
Dugan, Robert
Duggan, Wm. W.
Dumbauld, M. F.
Dunbar, Leo Jack
Dunbar, Smokie
Duncan, C. W.
Dunlop, Pop
Dunning, Fred
Duplessis, Ernest Perry
Durall, Toby
Durante, Al
Dye, Cecil
Dye, Rosa
Dykis, W. T.
Eagle, Chief Edward
Eakin, D. R.
Eaves, Frank
Eaves, Genrin
Edgar, H. O.
Ehlue, Joe
Eisenmann Jr., Gus
Eller, R. E.
Eli, Pete
Ellis, Bob
Elliott, Silas C.
Elton, Billy
Endicott, Gilbert Westbrook
English, Bob
English, C. L.
English, W. H.
English, Walter Cuse
Enochs, Ray
Ephraim, Frank
Epstein, Dave
Ernest, L. R.
Erwin, Jack
Etzler, Stephen S.
Eule, Erwin
Eule, Joseph
Evans, E. C.
Evans, Geo.
Evans Jr., Robt. L.
Evens, Darcy
Evitts, Geo. E.
Eyesters, Harry
Ezario, Joseph
Fabian, Joe
Fabry, Steve
Fairbanks, G. E.
Fallan, Charles Felton
Farnsworth, W. M.
Farrell, James B.
Farrington, J. L.
Faulkner, Robt.
Fay, Charlie
Fendrick, Boysie
Fenton, Paul
Ferguson, Daniel
Ferguson, Danny
Ferguson, Huddie Slim
Ferris, Lester
Fields, Jackie
Fine, Allen H.
Finn, Tobias
Fisher, Al (Big Hat)
Fisher, Bob
Fitzgerald, Babe
Fitzgerald, Jimmie
Fletcher, Avery
Flynn, J. Francis
Flynn, Frank
Flynn, Jerry
Foley, C. O.
Folkerson, Rube
Fonda, Gordon
Ford, Art
Ford, C. L.
Ford, Chester
Forshay, Del.
Forsythe, Fred M.
Forsythe, F. Mitchell
Fort, Bill
Fort, Harold M.
Foster, Jacky
Foster, Robt. (Blackie)
Fowler, Tommie
Fox, G.
Foye, Doc John E.
Francis, John
Franco-Amer. Novelty Co.
Frank, Miller S.
Franklin, Benny
Franklin, Wiley
Franzelon, Fearless
Frasier, Owen
Frazier, Al
Frederick, Cecil
Fredman, H.
Fredrick, Ray
Freels, Buck
Freer, Roy
French, James
Friedrichsen, Fred
Fritz, H. W.
Frost, Frank
Fudger, Geo. A.
Fulton, Mr. Agt.
Gale, Larry
Gallagher, Jack
Gamble, Curley
Ganahles, Blackie
Ganch, John
Gann, James
Gannon, John Patrick
Gardner, Orrville
Garlock, E. K.
Garner, Bryant R.
Garner, Robert
Garns, Jay
Garrett, Joe
Garrison, Jns
Gates, Aron
Gay, Willie
Gear, Billy
Geller, Wm.
Geneva, Glen
Gentry Bros.
Gentry, M. B.
George, Joe
George, Miller
George, Peter
Gerdman, Wm.
Gilbert, Art
Gile, Ozzie
Gilison, H. C.
Gill, Red
Gilly, Frank
Ginnsberg, Sam
Gise, Willie
Gish, Nicholas
Glasscock, D.
Gleason, C. L.
Glenn, Jack
Glisson, Felix A.
Gloth, Robert
Gluskin, Sam
Godfrey, Jerry
Goff, Newell
Goffas, George
Goglia, Joe
Gold, James
Goldberg, Joel
Golden, Nat
Goldstein, Morris
Goldizen, John
Goll, Wm.
Good, Charlie
Good, Elwood
Good, M. W.
Gooding, Mr.
Goodride, Johnnie
Goodwin, John Blackie
Gorda, Frank
Gordon, Buster (High Diver)
Gordon, C. C.
Gordon, Danny
Gordon, Gene
Gordon, Harry Dudley
Gordon, Robt. A.
Gordon, Thomas
Gorman Jr., James F.
Gouldsberry, Paul T.
Gourfain, Harry, Mgr.
Gowdy, N.
Grabiel, Walter
Grabs, Otto
Grady, Bratton
Grady, Kelly

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

See LETTER LIST on page 52)

Out in the Open

by Roger Littleford Jr.

NEW YORK, Sept. 10.—Another instance of what lack of proper publicity can do to events at an agricultural fair is apparently being evidenced this week at Syracuse, N. Y. For decades the New York State Fair has been one of the nation's most progressive annuals. It has led the way in building programs, encouragement of national exhibitors, immense entertainment menus and any number of other things that the present-day annual event should incorporate.

But the Syracuse fair of 1938 has obviously missed fire on one of the fundamental requirements of all show business—proper publicity. This year Syracuse instituted name dance bands for the purpose of instilling new life in its drawing power. Big-time dance orchestras have tremendous popular appeal among the younger element of any city, thanks to radio, and personal appearances at fairs and parks and special events have almost invariably proved a delightful means of obtaining the not-so-fair-conscious dancing set.

Name attractions are in most cases successful attractions — expensive, but profitable ventures in the long run. But it is a far different story when the fair has a publicity and advertising staff inadequate to the task of selling these attractions to the public. At Syracuse there has not only been no band ballyhoo whatsoever, but even a lack of proper billing and newspaper space. As a result Tommy Dorsey, Paul Whiteman and Guy Lombardo, all headliners in the eyes of the radio and dancing set, are flopping miserably at the immense fairgrounds ballroom. Even the brightest of names need publicity—especially at a State fair where there is so much else to see and enjoy.

Circus, park and fair will figure prominently on the radio waves shortly. As the outdoor season hits its height each September, stations, networks and advertising agencies become increasingly conscious of the tremendous part outdoor showdom plays in the American public's entertainment picture. It's usually colorful stuff, too, welcome material for any program director. Among the forthcoming programs announced in New York this week we note that the hustle, bustle and hilarity of Coney Island will be reproduced over the Columbia network September 15 (10:30-11 p.m., EDST) when a quartet of Luna Park employees are interviewed on the *Americans at Work* program. Among those to appear will be Luna's manager, Charles Miller; Abe Fox, who has been photographing Coney visitors for 30 years; Robert Kirshman, shooting gallery operator, and Mrs. Adele Richman, guinea pig trainer and "perhaps the best known concessioner of her sex on the island."

Beginning September 12, a new program titled *Mighty Show* will be aired over CBS from Mondays thru Fridays at 5:45-6 p.m., EDST. Stint will have a circus background and will use circus talent when possible. The excitement and intrigue of life on a circus lot will be unfolded thru the experiences of a 'teen-age boy who inherits a show and tries to make good at its head. Inaugural broadcast will be preceded by a half-hour entertainment program composed of Oscar Lowanda, famed equestrian; Leroy Rogers, comic acrobat; Valasi Skaren, contortionist, and George Moore, juggler.

Irene Beasley dedicates her *R. F. D. No. 1* program to the Mid-South Fair in Memphis when she broadcasts over Columbia September 12. Last week she addressed the New York State Fair at Syracuse. . . . And the National Broadcasting Co. announces that a whole series of *Farm and Home Hour* broadcasts will emanate this fall from leading agricultural shows. Among events already selected as program sites are the National Dairy Show, American Royal Live Stock and Horse Show, National Cornhusking Contest, International Live-Stock Exposition and the National Grange Convention.

Pathe Pictures is making a one-reeler of colorful carnival scenes, depicting shots taken on the midways of Royal American, Johnny J. Jones, Rubin & Cherry and Cetlin & Wilson. . . . The new book, *Big Show*, by Charles Cooke (Harper Brothers), is good fiction with an excellent and authentic circus background. . . . Gene Graves, ticket seller on Ringling-Barnum until the Scranton scramble, is doing radio work in Cincinnati. . . . Pete Grace, same department, is at Hamid's Million-Dollar Pier, Atlantic City. Chief of Police John Brice is at home in Ironton, O., and Allen J. Lester, formerly contracting press with Ringling and later Cole Bros., is at his home in Roseville, O.

Art Lewis cards from Quebec City that business on his show has picked up remarkably in recent weeks. . . . Arthur Campfield, Baker & Lockwood Eastern rep., back in town from a tour of shows hereabouts. . . . Lew Dufour, Dufour & Rogers Attractions, has returned from Toronto's Canadian National Exhibition and the State Fair at Syracuse. . . . The Abbins auto-thrill act, billed as Ferenzo on the Cole show this season, slipped quietly back to France last week. It was anything but the sensation it reputedly is in Europe. . . . Joe Daley, of rodeo note, in for a visit as he passed thru town. He is handling press for "Smiling Al" Durante, who has a Lucky Teter-type show. Unit plays fairs for the Frank Wirth office, then hits out for the South and Middle West.

Hartmann's Broadcast

WHEN a county fair fails to make the grade it is only natural that there is something wrong somewhere. It might be the fault of the set-up, local financial conditions, lack of advertising and publicity, poor management and any number of other things, but we believe that in the majority of cases the fault, if a real investigation were made, would be found with the fair boards or the secretaries.

In the operation of a fair there is no more important factor, if it is to be successful, than a wide-awake secretary who is thoroly conversant with all exhibit and amusement angles, who is constantly making a study of what the public wants, who keeps abreast of the times in the presentation of attractions, offering the best that the money available will permit, and who knows how to make and keep friends. Of course, all of this would go for naught unless such a secretary had the full backing of his board, which must be wide-awake also, and given a free hand in the use of his initiative.

† † †

WHILE on the subject of wide-awake fair secretaries, we wish to draw attention to a county fair in Ohio that has been very successful in the last few years after becoming in more or less of a rut, and this success can be attributed mainly to new methods in operating the grand stand. The fair we have in mind is the Auglaize County Fair at Wapakoneta, and the secretary responsible for the change that has put the fair on the winning side is Harry Kahn. Three years ago Harry hit upon the idea of changing the grand-stand amusement program each night and it took hold immediately. The second year the grand-stand crowds ran better than the first, and this year, on the closing night alone, about 15,000 people sat in the grand stand, bleachers and on straw for 200 yards on the race track to see the show.

As about 22,000 people passed thru the front gates that night, it can readily be seen that almost two-thirds of them attended the grand-stand show. And keep in mind, too, that the grand stand seats 4,500, and the population of Wapakoneta is 5,500. Of course, the town has a drawing population, still it is remarkable when one considers that up to this year Secretary Kahn has had as many as 30,000 people attend the grand-stand show during the fair, while this year, with 15,000 alone on the closing night, the attendance topped all previous records.

The secret of success of the Auglaize County Fair therefore is the changing of the grand-stand program nightly. Caliber of amusement, however, plays an important part, and Secretary Kahn will not skimp on that. Here is a man who fully measures up to all that is required of a fair secretary, and if there were any members of the Auglaize County Fair board who were skeptical, they should be convinced by now that Harry, who is as well known in Wapakoneta as President Roosevelt is in the U. S., is on the right track.

† † †

OUR congratulations go out to Carl Hinton, of the Amarillo Chamber of Commerce and general manager of the Old Southwest Days and the Life of Will Rogers Celebration, held recently in Amarillo, Tex., for his stand in defense of showmen.

The story goes that Hinton was called upon by a representative of a company, not in show business, to collect a bill for only $1.50. Ordinarily, Hinton would have paid it, even tho not for him, but the attitude of the representative was far from his liking.

What peeved Hinton was the representative's statement that he expected the Amarillo Chamber of Commerce to pay the bill, because the Jerome H. Cargill Co., which produced the pageant at the Amarillo celebration, and all other companies like it were fly-by-night concerns, here today and gone tomorrow, and that no dependence could be placed in any of them.

Hinton was not a bit slow in telling the representative that he was absolutely wrong in this case—that the Jerome H. Cargill Co. was established, having permanent quarters in New York City, and that Jerome H. Cargill, head of the organization, had kept every promise and fulfilled every pledge made with the Amarillo chamber. He further told the representative that not only did Cargill produce a show of the highest type, but that the chamber's dealings with Cargill, from a business standpoint, were above reproach.

And Hinton has made up his mind that if any others approach him with the same attitude as the representative in question, they'll get the same answer.

Notes From the Crossroads

By NAT GREEN

IN RECENT years there has been a decided improvement in the distribution of entertainment features at fairs in such manner that "dead" days are done away with, or at least minimized. We can remember when Mondays and Tuesdays were almost a blank for shows and concessions at many fairs. Today that does not hold good. While they are not always as big as other days, the addition of special attractions has upped attendance to such an extent that the midway can count on at least a fair play. There is still room for improvement and it is no easy task with which the fair secretary or manager is confronted. He has to plan his program according to the available budget. But if he has a sense of showmanship he can, with the help of astute attractions men, provide new and novel features that will turn dead days into live ones.

●

Midway Meanderings: It's too bad the midway at the Indiana State Fair can't be laid out to better advantage. But that's a condition encountered at many stands. Even with such a handicap the Johnny J. Jones Exposition made an excellent showing. It has some fine-looking fronts, an attractive entrance arch, and, with the neon being added, it will be still further improved. E. Lawrence Phillips and his staff are perfect hosts, sparing no efforts to entertain their guests—of whom there are many. They have even installed a huge fan in the reception tent. In its friendly atmosphere we encountered Maurice W. Jencks, of Topeka; Joe Scholibo, of Hennies Bros.' Shows; Eugene Whitmore, editor of *American Business;* Thoda Cocroft, of the Theater Guild; M. T. (Mike) Clark, former carnival general agent; Harry Atwell, the photog; C. W. Finney, Jack Dadswell and many others.

●

It was quite a jump from Indianapolis heat to St. Paul chill and dampness. Old Jupe Pluve showed little consideration for the Minnesota State Fair, drenching the Labor Day crowd which defied the elements and killing the Royal American midway with another downpour on Wednesday. Even in the rain the RAS, freshly painted, was spick and span. Its flash is incomparable. Carl, Elmer, Curtis and, in fact, everyone on the show took the discouraging weather philosophically. Mike Barnes and Frank Duffield were more fortunate than the RAS, being able to put on the grand-stand show and fireworks between showers. The B-C revue is a thing of beauty, packed with talent. The producer has capitalized on the Charlie McCarthy and Snow White popularity to create two novel and clever episodes. An act that stands out in the grand-stand program is the Juvellys, a marvelous balancing turn. Raymond Lee, secretary of the fair, this year spent more money than ever before for his attractions, and to good purpose.

Round the Minnesota Grand Stand: Valentine Vox and Emily Walters, well-known ventriloquial vaude artists, playing their first fair date and getting a kick out of it. . . . Distance handicaps an act of their sort but they went over surprisingly well. . . . Albert Powell, aerialist, had a birthday Tuesday, and his wife, Chickie, threw a party which was attended by most of the acts playing the fair. . . . Mrs. Jack Story (the former Margery Ringling), wife of the auto race announcer, will have a radio program on the air next spring entitled Margery Ringling's Radio Circus. . . . M. W. Billingsley is enthusiastic over his Hopi Indian Village concession at next year's New York World's Fair. . . . Following Minnesota, Billingsley plays Spencer and Waterloo, Ia., then leaves to start his World's Fair work. . . . Incidentally, his wife, who heretofore had had no lecturing experience, has become an expert talker on the show. . . . Harold De Pue, of Great Falls, Mont., and H. L. Finke, Minot, N. D. visitors at the fair.

Wage-Hour Law and Outdoor Shows

The new Wage and Hour Bill, passed by the last Congress and of vast importance to every employer of labor, will go into effect October 24. The outdoor show industry is vitally interested in many provisions of the law.

In accordance with the policy of *The Billboard* to inform its readers about important laws that affect them, a special representative of *The Billboard* has contacted a member of the legal department of the Department of Labor at Washington, D. C., for an interpretation of this law as far as outdoor showfolks are concerned. The results of this conference will be published in the next issue, dated September 24.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.
The Billboard reserves the right to edit all advertising copy.
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Vol. L. SEPTEMBER 17, 1938. No. 38

Barnes-Sells-Floto Units Join in Labor Day Parade

John North gives consent to request from AFL officials in Wichita, Kan.—enjoyed co-operating, he says—show under auspices of Labor Council in Oklahoma City

WICHITA, Kan., Sept. 10.—The personnel of the Al G. Barnes-Sells-Floto Circus, Ringling Bros. and Barnum & Bailey augmented, enjoyed Labor Day in Wichita hugely. In response to a request from the American Federation of Labor officials in Wichita, John Ringling North had gladly given his consent for units of the circus to take part in the Labor Day parade. Last Sunday, while in Abilene, he decided also to place high school horses and elephants in the pageant in addition to the Big Show band, led by Merle Evans, of course, and a tableau wagon drawn by a crack six-horse team. This wagon, bearing the title, "Ringling Bros. and Barnum & Bailey," and a banner lettered "American Federation of Musicians," carried the band. It was freely applauded, as were the pretty girls in the Big Show's Charles Le Maire-designed riding kits. Seventeen elephants tailed the contingent. Clowns rode on the floats of the various Wichita locals and won many laughs from the crowds along the curbs, three to six files deep.

Placards from other unions with the circus were also displayed.

"It afforded me deep pleasure to show in this small way my esteem for organized labor in Wichita and for the American Federation of Labor everywhere," said Mr. North. "We enjoyed co-operating to make the parade the impressive success that it was. We feel that we are continuing an era of good feeling and understanding co-operation with the American Federation of Labor, with which Ringling Bros. and Barnum & Bailey and Al G. Barnes-Sells-Floto have for many years had contracts, inviolate to both the shows and to the federation. The fact that we are exhibiting in Oklahoma City September 12 and 13 under auspices of the Central Trades and Labor Council surely emphasizes this mutual feeling of esteem, I think."

First Parade in 19 Years

It was reported to be the first time in about 19 years that Ringlings have paraded. Of course, it was the Al G. Barnes-Sells-Floto show, but was billed as units of the Ringlings, and local newspapers carried stories of the participation under that title.

Back of the parading was said to be the desire of the circus to show the public that it has unionized workers and to offset statements made by "certain labor organizers." It was estimated that more than 25,000 people saw the colorful pageant.

It's Now Camel Bros.

CANTON, O., Sept. 10.—Hebron Bros.' title, used by Newton Bros.' Circus when it launched its tour as a one-ring motorized show recently in Southeastern Ohio, has been changed to Camel Bros., which title will be used until the season ends, executives of the new circus said.

In the three weeks the show has been out business has been fair, with some good stands in the upper Ohio Valley. Show is now en route thru Kentucky and expects to close in Mississippi. Jack Smith is general agent.

Russell Show Mortgaged

OKMULGEE, Okla., Sept. 10.—C. W. Webb, head of Russell Bros.' Circus, filed three chattel mortgages here September 1, offering as collateral show equipment and animals, including three elephants, county records reveal. Mortgages are in favor of Baker-Lockwood Mfg. Co., covering Side-Show equipment; Mrs. Julia Sullivan, for animals, and Springfield Wagon Works, for trucks and trailers.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the seventh of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Beers-Barnes Biz Improves in Ohio

AMSTERDAM, O., Sept. 10.—Slightly improved business is reported by officials of Beers-Barnes Circus since its trek southward thru Ohio began two weeks ago. Show played only four stands in Ohio this week, moving in at Columbiana, where it had one of its best days of the season, with big matinee and capacity night house, according to owners. On Saturday it crossed the Ohio River to play West Virginia, starting at Cameron. Show is reported not to have missed a pay day.

Equipment is in good condition, with canvas almost new, and show carries a 100-foot banner front Side Show, padroom, cookhouse and privilege top. Outfit moves on 12 trucks and semi-trailers, besides several private cars. Top seats about 1,500, with chairs along one side on platforms and blues opposite and at ends. Program has been altered but slightly since opening. All stock is owned by the show and a Pony Track, also owned by the show, is operated in the front yard. Advance is better than a week ahead and show is using plenty of paper for its size.

Management is planning to change the concert of the show for the remainder of the tour. A variety show is now being offered. Expects to stay out until Thanksgiving Day, with closing slated at Savannah, Ga.

Primrose Renamed G. A.; Lewis Acts Playing Fairs

OAK PARK, Ill., Sept. 10.—C. S. Primrose, for the past four years general agent of Lewis Bros.' Circus, reports that he has again been engaged in that capacity for 1939.

Primrose said the show did not miss a pay day during the 1938 tour and made a small profit, closing in Morenci, Mich., August 31 and going to the barn in Jackson. Paul M. Lewis, owner, now has several animal and other acts playing fairs booked last spring.

CURTIS GOVER, who was with Robbins Bros.' Circus as press agent for a few weeks this summer, closed when the show played Norfolk, Va., returning to his home in Decatur, Ala., to resume work as city editor of The Decatur Daily.

Florida One-Ringer Cancels 18 Stands; State Tax Too High

SARASOTA, Fla., Sept. 10.—Due to the prohibitive State tax of $112.50 per day for a small circus, Florida's Own One-Ring Circus Supreme, made up of features from the Ringling-Barnum circus, was obliged to cancel about 18 stands. Show had been on tour for about four weeks.

Loyal-Repenski Family recently left to play the Canadian National Exhibition, Toronto, Ont. Ella and Fred Bradna returned to Sarasota. Bradna will again book the Santos & Artigas Circus for a four weeks' run in Havana, to be followed by a tour as usual into the interior of Cuba.

Dakota Bill's Circus Back on Road in 1939

CROUSE, N. C., Sept. 10.—Dakota Bill's Circus will take to the road next season April 15, according to Col. M. L. (Dakota Bill) Baker, owner-manager. Baker, who is at present with the Federal Writers, a WPA project, has made a deal to purchase a winter quarters building here, 65 by 45 feet, and aims to erect a four-room addition in front for living quarters.

Baker was out with a circus and med show about 14 weeks this season and says business was the worst he has had in 14 years in show work. He plans to play indoor dates this winter with his family, presenting dog, goat and bird acts.

Receiver for Cole Sought

Four performers file Federal Court petition, claiming $7,599 back wages due

SOUTH BEND, Ind., Sept. 10.—A receiver for Cole Bros.-Clyde Beatty Circus was asked for in a suit filed in Federal Court here September 7. Petitioners are four performers, Irma Zavatta, Rafael and Giovanni Zoppe and Claude Langlois, who charge thru their Chicago attorneys, Simon H. Alster and Albert N. Gualano, that the show owes them $7,500 in back wages. The attorneys allege that property of the show has been transferred to Associates Investment Co., South Bend, to defraud creditors.

The investment company holds a chattel mortgage on the Cole show and also on Robbins Bros.' Circus, still on tour.

Plaintiffs are in the U. S. under working permits from the Department of Labor. Their original permit expired and an extension was granted, expiring next November.

When the Cole show closed recently officials said business this summer was 42 per cent of last year. The show was able to go on the road only because Rochester business men supplied $25,000 and took a mortgage on winter quarters buildings. The South Bend investment company originally took a mortgage on both shows for $68,000 and foreclosed when the Cole show could no longer carry on.

Animals not sent to the Robbins show are in Rochester. Ring stock is pastured near there. Seventy draft horses were sold for benefit of the investment company.

Gainesville Circus Tops Fort Worth Records by 7,000

GAINESVILLE, Tex., Sept. 10.—The Gainesville Community Circus toppled several records when it exhibited, for the first time since 1934, in the Will Rogers Memorial Coliseum at Fort Worth September 1 and 2 before two audiences aggregating 27,000 persons. The first-night crowd was 12,000, and 15,000 saw the second performance. Each of the two crowds bettered the show's previous mark of 11,000 spectators at a single performance, chalked up when the circus showed at the Texas A. & M. College
(See Gainesville Circus on opposite page)

Mats Light, Nights Big for WPA Show at W. New York

JERSEY CITY, N. J., September 10.—The WPA Federal Theater Project's circus closed its engagement in West New York, N. J., September 2 to fair business. Matinees were light, but show had capacity night houses. A parade, first seen there in 20 years, was staged, show using three floats, several flat trucks and all domestic stock. Parade was led by West New York Memorial High School Band and drew hundreds into town.

Jack Davis, elephant man, was a visitor at West New York. Harold A. Thompson, who for years trouped with several major shows with his Barnyard Circus, joined out there. This week's engagement in Jersey City will conclude the New Jersey route.

Hall Circus Has Fire Loss; Elephant, Camel, Pig Escape

NEW CANTON, Ill., Sept. 10.—Despite fire which damaged the lighting plant and a truck hauling Teny, dancing elephant, and other animals, Hall's Circus opened the night performance five miles north of Coatsburg, Ill., on time last week, officials report. A valuable sheep and pony were burned to death. The elephant, a camel and pig escaped, the bull pushing open the truck door when the fire started.

Show has had fair business since June 15. From opening date, March 12, at Poplar Bluff, Mo., until the middle of June attendance was poor.

H-W Scores on Its First Visit To Los Angeles in Many Years

LOS ANGELES, Sept. 10.—Business for Hagenbeck-Wallace Circus the first five days of its Los Angeles run, starting September 2, has been spotty, with Labor Day providing the best receipts. The physical equipment of the show was brightened up for the local dates. Baggage and ring stock looks very good, and notwithstanding rains, mud and blowdowns, the big top and menagerie top are in very good condition.

Hagenbeck-Wallace has not been seen on the Coast for many years, and this also has been a large factor in the matter of box-office draw. Show from the first town in its California itinerary experienced unusually hot weather until the Los Angeles engagement. Glendale was the first stand in this section. Show train did not arrive until near noon due to what happens to every circus that makes what is called the bump; the negotiation of mountain grades is the retarding factor. Show went from Bakersfield into Glendale and because of late arrival the matinee was lost and an only fair night business was had.

The local dailies have been generous with art and readers. W. B. Naylor handled the press in Los Angeles and Ti Colvin in Hollywood.

Audiences have shown hearty approval of really fine performance under direction of Poodles Hanneford. The show being new to this section, there was a lot of advance guesswork as to the quality of entertainment that might be expected. The dailies have all given the show very commendable notices, and this was also true of Henry Kyes' Band pre-performance concerts with male singer.

Not to specially mention the truly excellent cookhouse of "Laughing" George Davis would be overlooking one of the reasons that this circus has kept performers and workingmen loyal to the show. Many feature news writers have made the cookhouse as guests of the show.

Mel H. Smith, who has a nice line of attractions for the side show, of which he is manager, and who also announces the big-show program, reports his business as satisfactory.

The show, playing much of Southern California near Los Angeles, has given
(See H-W. SCORES on opposite page)

With the Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 10.—Capt. Dan E. Fox, CFA member, of Sidney, N. Y., and his company of Rough Riders, which includes some well-known trick and fancy riders of the circus and Wild West world, have been giving exhibitions at fairs and celebrations all season in New York and Pennsylvania. Towns played include Hamburg, Gouverneur, Norwich, Elmira, Dunkirk, Binghamton, Endicott, State Park and Lilly Lake, N. Y., and Morris and Honesdale, Pa. While Tom Mix is in England Captain Fox is taking care of his horse, Tony Jr., at the Sidney barracks.

Circus Fans Stuart English and G. H. Barlow III, Binghamton, N. Y., witnessed two performances of Clayton's Circus at Chenango Bridge and Castle Creek, N. Y., August 23 and 27, respectively. Show, using 12 people, is nicely presented in one ring with pony, dog, bird, acrobatic, tumbling and clown acts. Acts and features will be used from time to time in the Recreation Hippodrome next winter.

Binghamton Circus Fans' meet, originally scheduled for early September, will be held in late September or early October. Fans of New York, New England and neighboring States who care to attend should notify G. H. Barlow III, Barlow Building, Binghamton, and a card will be mailed them designating the date in ample time to make arrangements to attend. It is hoped that Melvin D. Hildreth and Walter M. Buckingham will be able to attend.

Col. William Sneed caught Robbins Bros.' Circus in Glasgow and Bowling Green, Ky., and Nashville, Tenn. Armand R. Emrich, Evansville, Ind., caught the show at Bowling Green and had a visit with Jess Adkins. Emrich states that he was permitted to ride parade and it was a great thrill, something he had wanted to do all his life.

Thomas Brownlie, CFA member, of Cleveland, Mont., writes that he caught Parker & Watts' Circus when it showed his town. He met Mr. Webb, Charley Brady and Lonny Buchanan. He trouped with Brady and Buchanan 10 years ago. Brownlie says the parade and performance (under Bert Rickman) made a big hit.

H-W SCORES——

(Continued from opposite page)

opportunity for many of the advance to be in evidence, C. A. (Dud) Lawrence, general agent; Vernon R. Reaver and W. E. Sugden being noted.

Offer From Hawaii

Asking Manager Howard Bary as to the future movements, he stated he had under consideration a very attractive offer from an amusement syndicate in Honolulu to take the show over to the islands for a run.

Manager Bary was host to members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary at the Tuesday night performance. Mel H. Smith greeted the members, he being chaplain of the organization. Floral horseshoe was presented to the show by the membership.

Among other showfolk visitors were Mr. and Mrs. S. L. Cronin, Jake Newman, Charley Murray (screen comedian), John M. Miller, George Hines (for 20 years legal adjuster of the old Wallace show), Bert Chipman, Eddie Johnson, Bob Frank, Charley Farmer, Leo J. Haggerty, George Tipton, Lee McDonald, John R. Ward, Harry Hargraves, Val Vino, W. D. Ament, J. W. Peterson, Frank Whitbeck, Stanley Rogers, Ben Piazzi, Bobby Green, Tommy Kelly, Pat O'Brien, Paul Snell, Mr. and Mrs. Frank Mattison, Eddie Cline, Lester and Bob Cowan, M. Koster, Tom Petty, Miss E. Espey, Jack Laughton, Leo Carrillo, Harry Carey, Shirley Temple, Virginia Bruce, Jack Stratton and Jock Lawrence.

The long trek of Hagenbeck-Wallace this season has been made possible only thru a real spirit of loyalty among members of the show, and Manager Bary is deserving of oodles of credit. Managements of circuses have probably never had such worries as they had this year.

First CSSC Luncheon Scheduled for This Week

NEW YORK, Sept. 10.—First luncheon of the 1938-'39 season of the Dexter Fellows Tent, Circus Saints and Sinners Club, is to be held in Commodore Hotel here September 14, with Harold G. Hoffman making his first appearance as president. Congressman Bruce Barton will be "fall guy." Ten monthly meetings are scheduled, the last one in June. Among other "fall guys" this year were Lewis E. Lawes, Lew Lehr, Dale Carnegie, Bill Brown, Ford Frick and Winthrop Rockefeller.

In past years "fall guys" have been Felix Count Von Luckner, Martin Johnson, Carveth Wells, Grover Whalen, Frank Buck, Gene Tunney and "Big Bill" Egan in 1932; William Randolph Hearst Jr., Capt. Bob Bartlett, Tony Sarg, Theodore Roosevelt, F. Trubee Davison, Vilhjalmur Stefansson, William Beebe, Maj. L. D. Worsham, Eddie Rickenbacker and Robert L. Ripley, 1933; Gen. Smedley D. Butler, Gov. A. Harry Moore, Hendrik Willem Van Loom, Maj.-Gen. John F. O'Ryan, Dr. James L. Clark, Elliott Roosevelt, Joe Cook, George M. Cohan and Arthur (Bugs) Baer, 1934; John Mulholland, Robert Flaherty, Rudy Vallee, Gen. Hugh S. Johnson, Mayor F. H. La Guardia, Jack Dempsey, Babe Ruth, Jimmie Durante, Graham McNamee and Dr. Raymond Ditmars, 1935; Ely Culbertson, Commodore Lewis J. Valentine, Lou Little, Grantland Rice, Sir Hubert Wilkens, Bert Lahr, Gene Buck, Lou Gehrig, Rube Goldberg and Jolly Bill Steinke, 1936; James J. Walker, Stoopnagle and Budd, Clyde Beatty, Samuel A. Gumpertz, Gov. Harold G. Hoffman, David Sarnoff, Joe McCarthy, Ed Wynn and Lowell Thomas, 1938.

U. S. Acts Returning From South America

CINCINNATI, Sept. 10.—Most of the U. S. acts with the Razzora South American Circus will leave the show about September 12 and return to this country, word from J. Lamont, of Lamont's Cockatoos, states. Besides Lamont, the performers returning consist of Arley and Oliver Sisters and Mr. and Mrs. Frank Shepard.

Writing from St. Nicholas, D. W. I., Aruba, August 25, Lamont says: "Everything has been satisfactory and pay day has been regular. The tour was for three months, and in the three months the show made only four moves. Our stay in Caracas was for seven weeks, and from there we moved to the Dutch West Indian Islands. We have been in Aruba 22 days. We leave here for Maracaibo, Venezuela, for a two weeks' stand, which will be our last date with the show."

CSSCA and Barnett Circus Hosts to Richmond Orphans

RICHMOND, Va., Sept. 10.—W. W. Workman Tent, Circus Saints and Sinners' Club of America, Richmond, and Barnett Bros.' Circus were hosts to 500 children from orphanages here September 3. It was the second time this season the Workman Tent entertained Richmond orphans at a circus. Refreshments were furnished by the club.

On the club's host committee were Charles A. Somma, national director; Joseph Kass, national secretary; Fritz Sitterding, Charles Bitting, J. L. Lyons, A. D. (Ham) Watson, L. H. Mundin and Clarence T. Riddick.

Kelley Takes Up Fair Work

DELAWARE, O., Sept. 10.—F. Beverly Kelley, late of Ringling-Barnum circus and who did radio assignments ahead of the Barnes show in the Middle West this year, left Kansas City, Mo., during the show's engagement there to return here to take up his duties as board member of reorganized Delaware County Fair. Kelley has been assigned the task of lining up a grand-stand show and midway attractions.

TAD TOSKY, former circus clown, has been playing picnics around Chicago and has a group of seven clowns at Riverview Park during the mardi gras. Working with Tosky are Dukey Anderson, Oliver Lutz, Chris Cornalia, Alvin Divan, Bill Ward, Lindsay Wilson and Jimmy Snell. Following the close of the park Tosky will play a couple of fairs, then go into his winter store work.

15 Years Ago

(From The Billboard Dated September 15, 1923)

Al Butler joined Ringling-Barnum circus at Sacramento, Calif., for show's Coast trip, and Townsend Walsh left same circus at Pittsburg, Calif. . . . Spaun Family Show was playing city lots in Portsmouth, O. Earle Moss, who played a saxophone in the show's orchestra, returned to Quincy, Ill., to play at the Orpheum Theater. . . . Dave Muir, formerly with Hagenbeck-Wallace, was advertising agent at the Delmarter Theater, St. Louis. . . . Bill Erickson was in charge of Al G. Barnes' advertising car No. 1, with Mike Beck, boss billposter. . . . W. D. Swigert, for many years with John Robinson Circus, left that show at Cincinnati and went with Gentry-Patterson Circus to be in charge of privileges.

The circus license for Kansas City, Mo., was reduced from $500 to $300 for the first day and $200 for each succeeding day by Mayor Cromwell in an attempt to get a circus to show there. . . . New arrivals on Al G. Barnes Circus were "Humpty" Logan, in charge of ring stock; Walter J. Eagan, in clown alley; Toby Tyler, with Arthur Borella Troupe, and Fat Roe, trainer of domestic animals. . . . Slim Lloyd, tall comic of the Bob Morton Circus, was laid up at his home in Waco, Tex. . . . E. W. Lake visited the Boston office of *The Billboard* while on his way to join Cooper Bros.' Show at Pittsfield, Me. . . . Jessie Lee Nichols' Society Circus was the free attraction at the Connecticut Fair, Hartford, Labor Day week.

The Coffee & Landis Famous Grecian Troupe joined the Walter L. Main Circus in Indiana. . . . Reports that Dick Allen was dead were denied by O. A. Peterson, who said Allen was playing piano with Nicol's Comedians. . . . Frank R. Groteguth, former circus trouper, died at his home in Quincy, Ill., August 19. . . . "Funny Little" Luko, famous English clown, died August 4 at his home in South Yardley, Birmingham, England. . . . Bert Nolan, billposter with Cole Bros.' Circus, was married to Marie Capps, of Sallisaw, Okla., at Stilwell, Okla., August 28. . . . Horace Laird, producing clown on the Walter L. Main Circus, signed up for vaudeville and indoor circuses for the winter.

Admire Back to Whetten

MILFORD, Ind., Sept. 10.—J. C. Admire has again been contracted to pilot Fred's Kiddie Circus, F. D. Whetten, owner-manager, scheduled to open today at the Strand Theater, Warsaw, Ind. During the past three weeks equipment has been repainted in quarters here. Show will also play houses in Warner Bros.' Indiana circuit beginning October 8.

GAINESVILLE CIRCUS——

(Continued from opposite page)

short course at College Station in July, 1936.

Coliseum officials said that the second-night crowd was the largest that had ever been assembled in the building, which has a normal seating capacity of 7,500. This was increased by the placing of the circus' 2,700 seats in the arena, while thousands sat on the ground. Augmenting the program was the Fort Worth Recreation Department's Wilcox Meroma troupe of teeterboard acrobats. Engagement was sponsored by Leonard Bros.' department store for its annual children's party. The ninth event of its kind, the circus drew 7,000 more than any of the store's previous gatherings.

From Fort Worth the circus moved to Wichita Falls, where two performances were given September 8 and 9 under auspices of the Junior Chamber of Commerce. Only one additional engagement will be played this fall by the show, and it is yet to be booked. Work will then be started on a Santa Claus parade unit.

Visitors at Fort Worth included Jack Fenelon and Glenn Wilcox, of Fort Worth, veteran troupers.

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WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring JAPINO
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TENTS
Slightly used, ready to ship, 12x19, 14x24, 20x30, 20x40, 32x32, 30x45, 40x70, 50x80, 60x90, 60x120. Write us what size you want.
KERR COMPANY
1954 Grand Ave., Chicago.

TENTS
Now for Labor Day Bargains and others: 8x10, 10x12, 12x19, 14x24, 20x30, 20x40, 32x32, 30x45, 30x60, 40x70, 50x80, 60x90. Write us what you want.
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CIRCUS OR REP TENT WANTED
With Seats, Light Plant (if possible) and Transportation. Percent of gross. I furnish new type Show that will get money.
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To join on wire, first-class Mechanic, Dancing Girls, Big Show Acts, Lady to work Elephants. Hartsville, 12; Manning, 13; Elloree, 14; Branchville, 15; all South Carolina.
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LIONS, TIGERS, ELEPHANTS, CAMEL, MONKEYS, HORSES, HYENA AND OTHER ANIMALS (ALL TRAINED).
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Under the Marquee

By CIRCUS SOLLY

JACK CARROLL, trumpet player with L. Claude Myers' Band on Haag Bros.' Circus, is playing an octave higher.

JOE BUMSTEAD, white-face clown, is working outings and doing advertising work in Brooklyn and Long Island.

A good reputation was never built by misrepresentation. Everybody should know that, but, sorry to say, there are some people who don't.

THE BONHOMMES left Mighty Haag Circus at Ocilla, Ga., August 22 and are home in Marshall, Tex., breaking in an act for the winter.

CHARLES ROBINSON has closed with Barney Bros.' Circus due to illness and may remain off the road permanently. He's now resting in Kansas City, Mo.

TONY LAVELY, former well-known trapeze performer, recently retired from the dry cleaning business in Dawson, Ga. He is 91 and trouped for 49 years.

Allowance should be made for unintentional misrepresentation, but Solly has no regard for the circus manager who makes misrepresentation a practice.

GEORGE GREGG, tramp comic, formerly with Tom Mix and Kay Bros.' shows, is still at Rudy's Rail, night club, New York. He contemplates going to Miami this winter.

DUKE DRUKENBROD, who had the concert with Lewis Bros.' Circus for the past few weeks, returned to his home in Canton, O., after the show closed recently in Morenci, Mich.

HERBERT A. DOUGLAS, West Chester, Pa., caught Barnett Bros.' Circus at Norristown August 31 and reports a good all-round performance and tops and rolling stock in fine condition.

PEDRO MORALES and Luis Martinez will open in Birmingham, Eng., September 29 with the 40-people show, *Personalities on Parade*. Show has bookings for 24 weeks in leading theaters on the other side.

MR. AND MRS. RAY KEESBERG and family recently motored from their home in Toledo to Gibsonburg, O., to visit the Three Aerial Sky Rockets. Mrs. Keesberg is the former Hattie Hodgini, of the Hodgini Family, bareback riders.

John Dario on August 30 sent Ralph Whitehead a sizzling letter about AFA matters. In an apparent bit of reverse English, near the close of the letter, Dario said: "I know you will publish this on the front page of The Reporter in the next issue."

MRS. JACKIE W. WILCOX, who until a few weeks ago was contracting agent for Russell Bros.' Circus, is vacationing at Otter Tail Lake, Fergus Falls, Minn. She is accompanied by Mrs. Kate Romie. Will remain there until about September 15.

A RUMOR last week had Zack Terrell in Rochester, Minn., for an operation. When queried about this, Jess Adkins wired from Hickory, N. C., September 8: "Zack Terrell is not in Rochester, Minn., but is in Rochester, Ind., seeking treatment for Cole Bros.' creditor list."

BLACAMAN, who has not been working with Hagenbeck-Wallace Circus since about August 21 because of illness and other reasons, wrote from Los Angeles August 31 that "I am tired of this North America and the hour cannot come too soon for me to leave."

PAT KELLY and family visited the Breakaway Barlows, who formerly did a revolving ladder act, while playing the recent Bradford County Fair, Towanda, Pa., with Bernice Kelly's *Circus Revue*. The Barlows now have a successful chicken farm.

EDDIE HARRIS, who recently closed his snake pit show with Newton Bros.' Circus and has been playing fairs and celebrations to good returns, left Mahoning County Fair, Canfield, O., September 5 for North Carolina to join Downie Bros.' Circus.

TOM DUNCAN, Iowa author, plans to start work on a novel about circus people October 1. In the meantime he will visit Hagenbeck-Wallace and Cole Bros.' quarters at Peru and Rochester, Ind., respectively, and the old Ringling quarters at Baraboo, Wis.

AFTER closing with Cole Bros.' Circus, "Funny Ford Wiswells," now playing Eastern fairs, spent several weeks fishing at Grand Lake, O., with the Three Famous Russells, who own and manage a park there. The Russells went south on Labor Day to play fairs and will go into Florida.

PEGGY WADDELL, who rides menage and does a Liberty act with Barney Bros.' Circus, was presented with a side-saddle by Pete (Rattlesnake) Robinson when the show played Sturgis, N. D. The saddle once belonged to Annie Oakley when she was on the Buffalo Bill show.

WILLIAM H. LANGE caught the first Hagenbeck-Wallace matinee at Los Angeles (Washington and Hill lot). He says attendance was light and that there was disappointment over the nonappearance of well-ballyed Blacaman. In Lange's opinion, Mel Smith's announcing is worth the admission price.

IN THE ISSUE of September 3 it was stated that Ed Hiler, now in charge of the advance for Richard Bros.' Circus, had the side-show ticket box while with Newton Bros.' Circus. The notice should have read that he was general agent of the Newton show and his wife ticket handler on the side show.

WILLIAM FRASER defies anyone to prove that John Ringling North got him out of the trouble he had at Wheeling, W. Va., a few months ago when the AFA had him arrested and he was later released. Fraser had been a representative for the AFA on the Ringling-Barnum show.

"TEXAS SLIM" WILLIAMS (Jo-Jo), pit man with Richard Bros.' Circus, was badly burned about the legs, body and hands when a gasoline stove caught fire in his housecar at a North Carolina stand, reports Buck Leahy. "Jo-Jo" was taken to a hospital for treatment by Ernest Whetsel, legal adjuster. Damage to the car was slight.

ROBERT D. GOOD, Allentown, Pa., says that the most difficult feat he ever saw performed by a bull was a front-leg stand, with each leg on a separate

(See Under the Marquee on opposite page)

Dressing Room Gossip

ROBBINS BROS.—Everyone in good spirits after three weeks of very satisfactory business despite intense heat. Hoot Gibson states that concert attendance has been more than satisfactory. Norma Rogers was visited in Asheville, N. C., by her daughter, Pat; mother, Mrs. R. W. Rogers, and brother, Walter, of the Barnett show. It is unanimously agreed that we have a great cookhouse, thanks to Mitt Carl and staff. Joe Lewis wins the fur-lined bathtub for being the only clown on the show to make Mr. (Let's Have It) McFarland laugh, altho he almost had to break his neck to do it, which makes this week's mystery, "Who Tripped Joe Lewis?" Everyone in the Wild West parade section will soon be forced to wear sun glasses if Harold George continues to wear that bright yellow shirt. Clyde Beatty and Kinko are always fishing but never return with evidence. Mr. "Mac" says "We may not have a flying squadron, but we certainly have a "Dying Squadron," its members being Joe Lewis, Paul Jerome, Horace Laird and yours truly. Incidentally, Horace is getting quite a hand with his Donald Duck walkaround.

CLIFF DOWNING and
FREDDIE FREEMAN.

DOWNIE BROS.—The ladies are busy selecting names for four black male puppies born to Tippy, hind-leg walking dog. Myrna Karsey, of the side show, is well pleased with her new 14-foot python. She says the reptile is a good feeder. Madame Rhond, mentalist, said "I can't remember where I lost my keys." Kathryn Williams, dancer, joined Doc Oyler's side show in Florence, S. C. W. T. Best entertained friends and relatives at Whiteville, N. C. The Cress Troupe had a big day in their home town, Wilmington, N. C. Besides entertaining friends and relatives they proved to be good hosts, taking the ladies of the big show to a picnic and the men on a fishing trip. Entire program of our daily broadcast was devoted to the circus and the Cress Troupe. Mr. and Mrs. Cress also proved they have splendid radio voices.

Fred Winzel and "Sugarfoot" Williams had trouble dressing the other night because someone had sewn up their trousers. I don't know who did this, but after Charlie Poplin had trouble finding his rack and picking up his clothes from the ground I overheard Winzel and Williams saying "revenge is sweet." Mrs. Walter Guice returned from Chicago, where she had been called because of her father's death. Herman Joseph, former clown of the Big Show, was on hand at New Bern, N. C., to visit friends. Caught the night show with a group of tobacconists. After giving out sample cigars his sales ran high. Isabelle Gilligan proved herself to be quite a costumer. She spangled a beautiful costume for Trixie, performing dog. Marian Shuford had a lot of callers on September 7. They wanted to see Amber King, her waltzing and raring horse. The horse is well known here, having been purchased from a local veterinary. As the football season nears you don't hear about horseshoe pitching. Each one is selecting his favorite team. The writer gets his information from Chief No-Knife, who was coached by the renowned Jim Thorpe at University of Kansas.

CHESTER (BOBO) BARNETT.

The Corral

By ROWDY WADDY

BOB MATTHEWS, who sustained a fractured skull and broken nose in the wild-steer riding event when the JE Ranch Rodeo played Providence August 16 and who since then has been confined in the Rhode Island Hospital, Providence, is reported fully recovered.

PETE WORKMAN, of Nocona, Tex., recently made a trip to New York and with Boyd Rogers delivered several ponies to the cavalry at Newark, N. J. While in the Big City Pete visited his mother-in-law, Mrs. Engel, and his wife and son, Hilde and Buck. Pete also visited with Jack Hoxie when the latter played Nocona recently.

TWENTY-FIVE events were scheduled for each full performance of the rodeo which is being held in connection with the Mid-South Fair, Memphis, according to Secretary-Manager Frank D. Fuller. Features include Weaver Gray, Fred Ryser, Fanny Nelson, Don Stuart; Shirley Lou Adams and Pat Clary, juveniles; Chip Morris, Sam Stuart, Alice Sisty and the Cuban Cossacks.

BUD NELSON and Billy Keen were among the featured performers at the Flemington (N. J.) Fair last week. They presented their trick riding, roping and high jumping act with their team of thorobred horses.

FOG-HORN CLANCY, who press-agented Col. Jim Eskew's JE Ranch rodeo this season, left the organization at the close of the Chemung County Fair, Elmira, N. Y., September 3 and headed for New York, where he joins Ted Deglin's staff for exploitation of the Championship Rodeo at Madison Square Garden. Herbert S. Maddy, Eskew's general agent, will handle the press duties during Clancy's absence.

MRS. HILDE WORKMAN was the guest of Mrs. Burt Northrup at the Flemington (N. J.) Fair last week, where Burt Northrup and his educated cow pony, Bess, were among the featured grand-stand attractions. While there Mrs. Workman presented her trick riding along with Albert Hernig's boys, free acts. Hilde is employed by the Schrafft stores in New York, but will return to Texas to participate in the rodeos to be held there.

JOHN A. STRYKER, publicity manager and announcer for the Ted Harmon Rodeo Co., was given a promotion in military rank during the organization's stand at the Linn County Fair, Mound City, Kan., September 6-9. Business men and friends persisted in addressing him as colonel, but in other towns where the show has appeared he was addressed as Captain Stryker. Stryker stated that he appreciated the advancement in rank, but that he didn't expect to receive it in a small Kansas town.

A CROWD ESTIMATED at 8,000 witnessed the recent four-day 10th annual rodeo in Phillipsburg, Kan., making the event the most successful in the town's history, according to McDill Boyd, president. Hub Whiteman won the all-round cowboy championship in addition to corralling $260 in prize money. Congressman Frank Carlson took an active part in opening-day festivities.

RECENT seven-day first annual rodeo at Melrose Park, Providence, under direction of Frank Moore, wound up with a deficit of several thousand dollars. Failure of gross to show a profit, however, was not due to lack of entertainment, according to rodeo officials. Jim Eskew was arena director and supplied the stock. Monte Reger was emsee, with Fog-Horn Clancy handling the publicity. While program called for regulation rodeo events, judged by Johnny Davis, Charles Aldrich and Bill Parks, no prizes were awarded. The event was an exhibition, not a contest show. Features included the Roscoe Armstrong Trio; Ted Allen, champion horseshoe pitcher; Riley Wheelock's Indian Band; Monte Reger and Buddy, Virginia and Dixie Reger, trick riders; Curley McCall, Billy Keen and Junior Eskew.

PLANS FOR the contest rodeo to be held in the Detroit Olympia, Detroit, under management of Chicago Stadium Corp. and direction of Barnes-Carruthers, are rapidly progressing. R. E.

(See CORRAL on opposite page)

AMERICA'S GREATEST COWBOY CONTESTS

DETROIT OLYMPIA RODEO
FRI. SEPT. 30 to SUN. OCT. 9
$5,000 PRIZE MONEY and Entry Fees

CHICAGO STADIUM RODEO
OCT. 13 - 30
$18,000 Prize Money

Both Rodeos Sponsored and Managed by
CHICAGO STADIUM CORP.
ARTHUR M. WIRTZ, Executive Vice-President
WHY NOT COMPETE IN TWO BIG RODEOS AT SMALL EXPENSE?
Wire or Write Immediately for Prize Lists
DETROIT OLYMPIA—Grand River and McGraw—DETROIT
CHICAGO STADIUM—1800 W. Madison—CHICAGO
(Under Rules and Regulations of Rodeo Association of America)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A NEW rink, to be known as Skateland, will have a gala opening in Trenton, N. J., on September 15. The building, now nearing completion, will provide one of the finest rinks in the State, with floor about 87 by 210 feet, reports B. W. Gaskill, manager of activities and organization of Roller-Drome, Inc., operator of the rink. Office, skateroom, cloakroom and refreshment stand will be finished a la Spanish architecture and the lounge will be given attractive furnishings. Management will be in hands of Harry Freedman, president of the corporation. Music will be by F. A. Wohlforth on an electric organ. Instructors and other of the personnel will be fitted with attractive uniforms and costumes.

ACE ROLLERS were booked to open in the new Hillside Rollerdrome, Richmond Hill, L. I., on September 9.

ATTENDANCE at opening of Norwood (O.) Roller Rink on September 1 was big, with many out-of-town visitors, reports A. A. Flaig, secretary. Rink is being redressed and a new lighting system installed. Orchestral music is broadcast nightly over WSAI and a boy and girl from the club are featured in a dance-step exhibition, followed by interviews. Club has 5,500 members and preparations are being made for its first party.

FAIRGROUND Roller Rink, near Wheeling, W. Va., opened on September 5. New organ, with Lucile Jackson at the console, and two electric crystal balls have been installed. Rink is operating nightly with matinees on Saturdays and Sundays. Cecil Milam is operator.

"IN TRAVELING about the country, I come in contact with many rinks and it is surprising how many are miles from big cities," writes Peter J. Shea, veteran Detroit former operator. "I notice that many patrons do fancy skating and acrobatic stunts in these rinks and some are very clever. The reason small-town rinks have more fancy skaters than large city rinks, I believe, is because they are not so crowded and patrons are given more leeway. I often wonder where these rinks get their patrons, yet they operate at a profit year after year. Some rinks have very good management, others not so good. Roller skating is no longer a fad. As long as we have good management it will be popular and a profitable business. The small-town operator has to work harder for less profit. He has to use every conceivable method to induce patrons into his rink. Rinks in big cities, once established, find the going easier and more profitable, despite the fact that their overhead is greater, but regardless of conditions, the rink manager finds his work fascinating, and once in it, it is hard to forsake it."

THREE WHIRLING B'S, Buddy, Betty and Bob, now managed by Wayne Schneck, recently played Hotel Traylor, Allentown, Pa.

FALL and winter schedule in Smith's Roller Rink, Columbus, O., was opened on September 6. There are sessions Tuesday, Friday, Saturday and Sunday nights and Saturday and Sunday matinees.

WILLIAM SCHMITZ and his manager, Frank Morris, are anticipating a big winter in Roseland Rink, West End, Long Branch, N. J. Crowds have been fair this summer. Several improvements have been made to the shore rink and many clubs have signified intention of spending many nights at the spot.

BEACHLAND Roller Rink had its formal opening on September 7 in Racine, Wis., under management of Reggie Freeman. Spot offers roller skating each Tuesday, Wednesday, Friday and Sunday.

GUS FISHER, Cleveland, operating the roller rink in Chippewa Lake Park, near Medina, O., said he plans to continue sessions several times weekly during September. He reports the summer season very satisfactory in the park rink.

EDWIN PICHAN, William Stears and Evelyn Foley are readying a new spot in Romulus, Mich., under the name of Mayower Roller Rink.

SUNSET Rink, operated by the Baumgart Sisters in Williamsport, Pa., is offering regular sessions Tuesday, Thursday, Friday and Saturday nights.

KANSAS CITY'S Pla-Mor Amusements, Inc., will open new Pla-Mor Rink there on September 15, said Managing Director Will H. Wittig. Rink will operate thruout fall and winter. Closing of Fairyland Park Rink was on Labor Day. El Torreon Ballroom Rink continues to play to good business.

UNDER THE MARQUEE—

(Continued from opposite page)

pedestal about two feet high, done by one of Bill Woodcock's bulls with Barnett Bros.' Circus at Easton September 1. He suggests heralding this feat as "the pinnacle of elephantine equilibrism."

AYRES DAVIES, for the past two seasons on the side-show door with Russell Bros.' Circus, has been at his home in Dixon, Ill., since July. He is preparing to return to college in Beloit, Wis. Expects to be back with a circus next year. Davis recently visited the Mix show at Sterling, Ill.; Barnes at Rockford, and was on the lot the day Cole failed to make La Salle, Ill.

Despite the early closing of some shows, Solly has yet to see any real evidence to prove that the popularity of the circus is on the wane, as some people would have us believe. The circus will live just as long as the public has the money to meet the admission price. It's only when people haven't got the admission price that the circus suffers. That and rainy and cool weather account for the spotty business done in the spring and early summer, but with a pick-up in general business conditions and favorable weather the last few weeks the circus picture has changed accordingly. Yessiree, give the people the price of admission and the demand for the circus will always be there.

PARKE CARROLL, sports editor of *The Kansas City Journal-Post*, described Gargantua the Great as "America's No. 1 athlete" in a sports story which ran a full column in the paper while the gorilla was in K. C. with Al G. Barnes-Sells-Floto Circus. Besides being one of Carroll's best yarns in months, the story was swell publicity for the circus. A large cartoon illustrating the gorilla's potential prowess as an athlete accompanied the article.

THE CIRCUS came in for a nice bit of publicity in a recent issue of *The Chesapeake & Ohio Pere Marquette Magazine*, published at Huntington, W. Va. On the front cover, in colors, appeared a drawing of a clown looking into a mirror while completing his make-up, and several pages inside were devoted to pictures of performers in costume and winter quarters and loading and unloading scenes of Hagenbeck-Wallace, Cole Bros.' and Robbins Bros.' circuses. The pictures were used to illustrate two articles, one of which carried a by-line of the editor of the magazine, T. B. O'Meara.

CORRAL—

(Continued from opposite page)

Hickey already is in the Motor City doing advance publicity work on the event. Fred Kressmann has been named arena director.

STANDINGS for the Rodeo Association of America's 1938 cowboy championship as released September 1 by Fred S. McCargar, secretary: Paul Carney, 5,644; Everett Bowman, 4,849; Nick Knight, 4,788; Burel Mulkey, 4,600; Doff Aber, 3,662; Vic Schwartz, 3,629; Pete Grubb, 3,596; Hugh Bennett, 3,529; Fritz Truan, 3,308; John Bowman, 3,044; Eddie Curtis, 3,005; Asbury Schell, 2,784; Gene Ross, 2,578; Homer Pettigrew, 2,517; Toots Mansfield, 2,503; Clay Carr, 2,488; Johnnie Schneider, 2,454; Smoky Snyder, 2,309; Carl Shepard, 2,147; Kid Fletcher, 2,070; Hub Whiteman, 2,002; Ward Watkins, 2,002; Cecil Owsley, 1,998; Jim Whiteman, 1,988; Ray Mavity, 1,960; Andy Jauregui, 1,952; Jackie Cooper, 1,944; Buckshot Sorrells, 1,939; Lawrence Conley, 1,915; Dave Campbell, 1,690; Lee Ferris, 1,666; Turk Greenough, 1,633; Bill McMackin, 1,624; Clyde Burke, 1,622; E. Pardee, 1,517; Juan Salinas, 1,396; Dick Griffith, 1,375; Tommy Rhodes, 1,372; Guy Cash, 1,358; Carl Dossey, 1,339; Bob Estes, 1,274; Ken Hargis, 1,270; Rusty McGinty, 1,262; Frank Schneider, 1,259; Herman Linder, 1,257; Jess Goodspeed, 1,244; Duward Ryan, 1,234; Bob Walden, 1,231; Jake McClure, 1,223; Hughie Long, 1,198; Mike Fisher, 1,177; Charles Jones, 1,157; Cecil Henley, 1,148; Dick Truitt, 1,147; Maynard Gaylor, 1,125; Joe Thompson, 1,090; John Rhodes, 1,089; Buck Goodspeed, 1,070; Bill Eaton, 1,067; Earl Thode, 1,058; Glen Shaw, 1,058; Dick Robbins, 1,051; Harry Hart, 1,044; Ike Rude, 1,036; Joe Bassett, 977; Buck Wyatt, 976; John Bartram, 959; Milt Moe, 951; Leo Murray, 947; Stub Bartelmay, 937; Jerry Ambler, 919; Tom Bride, 898; Vic Rogers, 879; John Jordan, 867; Mickey McCrorey, 865; Jim Snively, 854; Buck Standifer, 852; Hoyt Heffner, 831; Jack Wade, 823; Bob Boden, 817; Tex Doyle, 808; Oran Fore, 796; Jim Nesbitt, 773; Lonnie Allen, 768; George McIntosh, 753; M. W. Del Re, 749; Bill Sievers, 736; Albert McEuen, 725; Oral Zumwalt, 725; Tom Breeden, 724; Tom Taylor, 714; Dick Herron, 706; Earl Moore, 691; Amye Gamblin, 689; Hubert Sandall, 672; Fox O'Callahan, 670; Jack Sherman, 655; John McEntire, 648; Mitch Owens, 648; Harry Knight, 646; Alvin Gordon, 639; Jimmie McGee, 634; Andy Curtis, 631; Howard McCrorey, 628; Jack Kerscher, 625; Hugh Clingman, 625; Carl Arnold, 621; Cecil Bedford, 216; James Erwin, 612; Red Thompson, 604.

Bronk Riding—Nick Knight, Burel Mulkey, Doff Aber, Vic Schwartz. Bull or Steer Riding—Paul Carney, Kid Fletcher, Jim Whiteman, Smoky Snyder. Calf Roping—Toots Mansfield, Cecil Owsley, Carl Shepard, E. Pardee. Team Roping—John Rhodes, Tom Rhodes, Buckshot Sorrell, Joe Bassett. Bareback Riding—Paul Carney, Pete Grubb, Smoky Snyder, Carl Dossey. Steer Decorating—Warner Lindner, Andy Lund, Frank Schneider, John Mendes. Steer Wrestling—Gene Ross, Everett Bowman, Dave Campbell, Homer Pettigrew. Single Roping—Andy Jauregui, Hugh Bennett, Everett Bowman, Asbury Schell.

Robbins Bros.

GREENVILLE, S. C.—We are now rounding out our fifth week of the Southern tour and 19th week on the road. Since playing Richmond, Va., our business has been way beyond expectations and after-notices have been very complimentary. It is a daily occurrence for Hoot Gibson or Clyde Beatty to give narrations over radio, and three or four times weekly the dressing room is represented at hospitals, cheering up shut-ins. Rex de Rosselli, Ora Parks and Raymond Dean have hung up exceptional records in their publicity campaign, and with consolidation of the personnel of the Cole staff, performers and equipment, we now have an offering that will stand out in any city. The remark is heard daily that we are to eat Thanksgiving dinner on the lot. Recent visitors were Mr. McElwee, of Peoria, Ill., in company with Mr. and Mrs. Eddie Allen. Eddie spent his time with his old friends Tommy Poplin and Walter Winchell (Arkie). Mr. Lake, former trouper of Bluefield, W. Va., was a visitor at Asheville, N. C. Mrs. Johnny Wykell was a visitor last week. Bob Crone, for 25 years with Ringling-Barnum, was a visitor at Asheville. Earl and Pat Lindsey were on the lot at Nashville. Mrs. Frank Ormond and Mrs. Cecile La Belle were visitors during our North Carolina tour. Joe Kuta wants me to correct the spelling of his name. It is not Kuna. It is Al Hoffman who is doing 24-hour work in company with "Curley" Stewart and not Arthur Hoffman.

Newspapers of Nashville gave Horace Laird a new name. He is now referred to as "Horse" Laird. In a recent broadcast Joe Lewis told one of the best human-interest stories I have ever heard and it was an actual occurrence. Professor Lowery, Billy May and "Shorty" are planning on a big chicken festival at the professor's home after the show closes. "Shorty" recently made a hasty week-end trip to Wilmington, Del. Mrs. Captain Semoure has been at Rochester for several weeks at the beside of her mother. Rose Sullivan, now fully recovered, has resigned from the ticket department and is once more working in the Clayton Behee act. "Chuck" Langford joined the show at Nashville. The show enjoyed a wonderful day at Asheville, and all we can say of our Southern tour so far is that the railroading has been good. Show gets in and out of town on time and ordinarily the parade is downtown by 11:15. "Crazy" Ray changed his mind and did not take a vacation. "Fried Cakes," formerly pneumatic calliope player with Cole Bros., joined at Asheville and is now playing his same old instrument.

STANLEY F. DAWSON.

The Circus Comes to Town

I think that I shall never see
A circus parade unappealing to me.
Trumpeting elephants . . . lions in cages,
Trainers . . . tumblers . . . Tarzans and sages;
Red paint and gauzes and gold-tasseled whips,
Pasty-white clowns giving handsprings and quips;
A cobra's coiled length and a head-hunter's leer,
Tigers that slink and white horses that rear.

The grinder can wheedle my money away
With his loud ballyhoo, and again for a day
I'm a kid or a yokel, whatever you please,
As I (gawp) and I gaze at the swinging trapeze.
And I revel in peanuts . . . pink tights and pop
As I wander or squat underneath the "big top."

—Elvia Graham Melton.

The above poem won the circus poem contest conducted by The Notebook, bimonthly devoted to the creative arts, and The Billboard. Elvia Graham Melton, author of the winning poem, is editor of the poetry column, "Leaves of Laurel," which appears in newspapers in New York, Pennsylvania and North Carolina. She has devoted the past eight years to writings of various kinds. In 1936 she was editor of The LaSalle News, Niagara Falls, N. Y. She relinquished this post because of ill health and the desire to resume free-lance writing.

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Go where it is with a Tramill Portable Skating Rink. They are getting the money. Enclose 10c for information on our Self-Locking Floors and Special Rink Tents. Building Portable Floors over 25 years.
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Best Rink Skates. Ask Us
Write us for Booklet No. 6 on Successful Rink Management.
Recent improvements in our Skates make them stronger and better than ever.
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CNE ROLLS UP BIG INCREASE

Has 1,324,000 In Eleven Days

Frolexland gets big play—Labor Day's patrons from all over States and Canada

TORONTO, Sept. 10.—Attendance at the Canadian National Exhibition, August 26-September 10, for the first 11 days ran 1,324,000 against 1,037,000 in 1937, an increase of 287,000. Only decrease up to Thursday was on Wednesday when gates slid off 16,000 under 1937 due to an all-day rain which cleared early enough to save the day from total loss.

Labor Day drew 226,000 paid admissions, this figure being swelled by 10,000 union men in parade who were admitted free. About 20,000 automobiles from every State in the Union and every province in Canada brought $1.50 each, with about 60,000 in every possible parking space outside the grounds.

Attendance for 11 days:

	1937	1938
Friday	45,000	51,000
Saturday	165,000	203,000
Monday	114,000	176,000
Tuesday	69,000	86,000
Wednesday	76,000	103,000
Thursday	74,000	115,000
Friday	62,000	86,000
Saturday	110,000	142,000
Monday	181,000	226,000
Tuesday	62,000	73,000
Wednesday	79,000	63,000
	1,037,000	1,324,000

Total increase, 287,000.

Frolexland was jammed to capacity from early morning until late at night.

(See CNE ROLLS on page 36)

Michigan Gates Score Big Days At Longer Event

DETROIT, Sept. 10.—Attendance at the 89th Michigan State Fair, August 27-September 11, slightly exceeded that of 1937 up to last Sunday, when admissions totaled 421,703 for the first nine days, compared with 421,393 for the 10 days last year. On last Sunday and Monday alone attendance was 209,308, which exceeded the entire paid attendance at the 1936 fair, last under the former management, reported at about 207,000. The fair will, it is hoped, gross nearly $200,000 on the gates at a 25-cent admission, offsetting a sizable part of the total budget of $360,000.

Top day was last Sunday with 108,102 compared with the 1937 figure of 80,878. Labor Day attendance fell a few thousand short of last year's 105,043, attributed largely to disruption of street-car service by two big downtown parades and lack of parking facilities near the

(See MICHIGAN GATES on page 36)

Spending Off in Ann Arbor

ANN ARBOR, Mich., Sept. 10.—Attendance at Washtenaw County Fair here, August 30-September 2, was between 80,000 and 100,000, about equal to last year's all-time record for this free fair, Manager L. W. Lyke reported. Crowds were not in as good a spending mood and grosses were reported off about 20 per cent, including grand stand. F. E. Gooding's rides were booked again. Acts were booked thru Corinne Muer.

MEXICO, Mo.—The 72d annual four-day Moniteau County Fair closed here on September 3, one of most successful in history. Edward Kueffer was named a director to succeed L. T. Lash. G. F. Tising, George Hess, E. B. Hickcox, Lawrence Francis, Hale McBroom, J. R. Popejoy, F. H. Rohrbach and S. B. Kiely were re-elected, Mr. Francis serving as president this year.

946,000 for Springfield

SPRINGFIELD, Ill., Sept. 10.—E. E. Irwin, general manager of Illinois State Fair here, announced that total attendance for the annual on August 20-28 was 946,000, an all-time record. The fair, Manager Irwin said, surpassed all previous ones in all departments.

Vancouver Gets Larger Revenue

Exhibition sets records for 29 years — new midway gives shows better break

VANCOUVER, B. C., Sept. 10.—Canada Pacific Exhibition here on August 29-September 5 set the best record in a 29-year history. Attendance was 386,681, compared with 380,663 in 1937. Uncertain weather during the last two days, especially on Labor Day, interfered with what the directors think would have been a 400,000 attendance. It is believed revenue will surpass that of any previous fair.

Attendance on the holiday was 81,738, compared with 90,058 last year. It is

(See VANCOUVER GETS on page 36)

All Records Except Gate Count Cracked at Indianapolis Annual

INDIANAPOLIS, Sept. 10.—About the only record which the 86th annual Indiana State Fair, September 3-9, did not crack was last year's 383,544 attendance mark. There were 428 more exhibits than last year's 3,864. Premiums were more valuable, being worth $149,837.65, Levi P. Moore, publicity director, said. There were 350 concessions, a gain over last year; $47,200 purse money for five days' Grand Circuit racing represented a hike over last year's awards, and nightly horse show in the Coliseum distributed prizes of $19,150, an increase over 1937.

Attendance figures for five days, with corresponding ones for last year: Saturday, 1938, 18,923; 1937, 18,968; Sunday, 1938, 42,786; 1937, 40,231; Monday (Labor Day), 1938, 106,912; 1937, 113,883; Tuesday, 1938, 50,409; 1937, 45,441; Wednesday, 1938, 71,294; 1937, 73,428. For the third successive year Johnny J. Jones Exposition furnished the midway with 22 rides and 18 shows. As last year the Jones four-abreast Ferris Wheels proved popular. Thruout the stand here the operators utilized all available spare time to improve appearance of attractions. Show officials said they ran very close to last year's receipts.

Grand-stand show got under way Saturday night with WLS Barn Dance Troupe. Illinois Fireworks Co. again presented displays nightly. Grand stand had enlarged capacity by addition of 300 bleacher seats. Attendances: Saturday afternoon, 1,100; night, 8,500; Sunday afternoon, 8,600; night, 3,900; Monday afternoon, 11,000; night, 5,500; Tuesday afternoon, 8,500; night, 5,200; Wednesday afternoon, 8,500; night, 7,800. Starting on Sunday, Barnes-Carruthers presented an afternoon vaude program combined with riding acts by the Graham

(See ALL RECORDS on page 36)

YOUNG CANADA WAS OUT in full force on Children's Day, August 29, at the Canadian National Exhibition, Toronto, as shown by this view of the midway taken at 3 p.m. for the top of the Rocket ride. Kiddies' Playland was one of the most popular spots. Photo by Len Humphries.

Syracuse Aided By an All-Time Labor Day Mark

SYRACUSE, Sept. 10.—Biggest Labor Day crowd in history of New York State Fair here, August 29-September 10, gave the annual a boost after a lagging first week and Tuesday night. At end of the 10th day attendance crept past last year's mark, which was made in one week. Comparative figures:

	1938	1937
Sunday		15,191
Monday	15,737	70,131
Tuesday	20,671	25,122
Wednesday	31,678	36,958
Thursday	34,505	44,432
Friday	26,678	28,841
Saturday	32,721	38,961
Sunday	20,278	12,021
Monday	78,999	
Tuesday	16,309	
Wednesday	*8,000	
Total	285,576	271,657

*Estimated

Officials declared themselves hopeful of reaching the 500,000 goal they had set. Auto Race Day today was expected to draw from 50,000 to 60,000. During the first week weather was ideal except for one short early-morning shower. Not until last Wednesday did the fair encounter real rain. Labor Day crowds helped concessioners, who are said to have paid double prices this year on a forecast of a 500,000. Exhibits were about as usual, with perhaps a slight increase, but no new ideas in display were developed.

Altho grand-stand figures were not made public, first week's business was said to be considerably below last year's, altho George A. Hamid's *Revue of To-*

(See SYRACUSE AIDED on page 36)

Kansas Annual Successful

OSWEGO, Kan., Sept. 10.—Six-day Labette County Free Fair, ending here on September 3, was one of the most successful in history, reports J. G. Darling. Magic Empire Shows were on the midway. Free acts were Uncle Hiram, rube comedian; Three Darwoods, contortion and comedy, and Morris Family, hand balancing and comedy acro. J. A. Carpenter was secretary. John B. Rogers Producing Co. staged a nightly pageant in front of the grand stand to turnaway crowds.

Elkhorn Holds to 55,000

ELKHORN, Wis., Sept. 10.—Walworth County Fair here, September 2-5, had attendance equal to the 55,000 chalked up last year, said Secretary P. M. Porter. The 4,000-seat grand stand was jammed on Sunday and Monday, with Lottie Mayer's Disappearing Water Ballet as headline attraction. Gold Medal Shows were on the midway.

ST. LOUIS.—H. W. (Dick) Nolan, secretary-manager of Franklin County Fair, Benton, Ill., during a visit here reported the 1938 fair the most successful in history of the association, receipts for gates and grand stand far exceeding those of previous events. Grand stand was sold out on each of the three nights. L. J. Heth Shows were on the midway and Joe Smith's *Frolics of 1938* was grand-stand attraction.

Minnesota State Stages Struggle With Rains To Hold Up Attendance

ST. PAUL, Sept. 10.—Despite three days of showers, Minnesota State Fair, September 3-10, came within 30,000 of its 1937 attendance mark in the first five days. Wednesday night's grand-stand show was caught in a rainstorm which did not stop the performance. Fireworks were moved ahead and 18,000 sat thru rain to see the spec. Done in six parts, the show has gone over big, with main event in center of the stage and the two wings used for side acts, all booked by Barnes-Carruthers. Turnstile check on gates for five days:

	1937	1938
Saturday,	57,865	61,636
Sunday,	62,103	58,485
Monday,	159,310	141,433
Tuesday,	41,840	35,799
Wednesday,	65,944	59,396

Officials on Thursday believed attendance would pick up if weather cleared, Friday being Thrill Day, featuring Flash Williams. Ben Shaw hung up a 10-mile dirt-track record on Wednesday when he nosed out Emory Collins and Gus Schrader, Shaw's time being 6:45.66. Exhibits and new buildings were above par, and new exhibit buildings being well lighted, nights brought out good crowds. Horse Show in the Hippodrome drew the rank and file as well as fanciers.

Minneapolis and St. Paul papers gave general exhibits and the Royal American Shows on the midway a good play. Stations KSTP, WCCO, WMIN and WTCN picked up plenty of feature stuff on grounds and in studio.

Among early visitors were Orville Hennies, Hennies Bros.' Shows, playing in Detroit; P. T. Strieder, general manager of Florida Fair, Tampa, and Alabama State Fair, Birmingham; Nat S. Green, of *The Billboard*, Chicago. Advance men for RAS, Sam Gluskin, agent; Francis Healy, publicity, and Billy B. Mack, sound, left on Monday for Paducah, Ky., where the shows have a still date before playing Tennessee State Fair, Nashville. Mrs. Zilla Rankine, mentalist with Ripley's Oddities, returned to the show here from Neodosha, Kan., where she was called by serious illness of a sister.

Fargo Planning Greater Annual

New Red River Valley Fair in black—more attractions put on 1939 schedule

FARGO, N. D., Sept. 10.—With attendance about 25 per cent higher than last year, Red River Valley Fair (reorganized North Dakota State Fair), August 29-September 3, got off to a fresh start, which directors believe will result in rebuilding a bigger fair for Fargo, designed especially for the North Dakota and Minnesota area that constitutes Red River Valley. Fair was in the black financially, an unofficial check showed, Secretary F. S. Talcott said. Many rural and small-town people came from a radius of 100 miles. Fargo attendance was not as good as usual, probably due to rather mediocre entertainment, which will be remedied another year, according to Mr. Talcott.

"Reorganization of the fair along lines designed to draw attendance from a large trade territory proved itself and as a result Fargo merchants are enthusiastically back of the fair," said E. A. Tallberg, president of the board of directors.

Exhibits included greatest display of home-produced live stock and agricultural products ever shown on the grounds, the stock show rivaling the big years of 1921-'22-'23, except that animals were reared in this territory. Farm machinery exhibit spilled out of its usual confines and attracted crowds of farmers and others. A huge tent housed Red River Valley Industrial Show, an innovation, with 90 separate displays. Twenty-two State homemakers' clubs exhibited, and 4-H Club showings were excellent.

Midget auto racing on Wednesday, Thursday and Friday was an innovation that proved popular, a 1/5-mile track being constructed on the infield. Art B. Thomas Shows were on the midway and furnished night-show entertainment, with vaude acts, motorcycle games and stunts with displays by Sioux Falls Fireworks Co. Tiny Elaine, acrobatic dancer, and Ruen Enos presented acro feats; Connie and Ben Smith, comedy act featuring Swedish dialect and songs; horizontal bars, McGuan Trio; Flying Willards; Uncle Harvey and Aunt Lou, old-time songs; Woods and Woods, slack wire; Baker and Evans, pantomime clowns; Flying Buddies, roller skaters; Polack Brothers, clowns. Gordon Smith was emsee and presented a dog and pony act, and Frank Norris was organist. There were jalopy races on Monday and Saturday with old-time cars and mostly local owners and drivers.

Kenny McCord furnished Thrill Day events on Tuesday and Saturday, Tuesday's show being marked by the death of Jimmy Caraway, Bat Man, whose parachute failed to open in an 8,000-foot jump.

Mahoning Gates Soar Again

YOUNGSTOWN, O., Sept. 10.—Favored by weather, 92d annual Mahoning County Fair here on September 3-5 set a new record over the high mark of last year, 55,000 attending, 40,000 on Monday, said Edwin R. Zieger, secretary. Exhibits were on a par with previous years and there were overflow live-stock and agricultural displays. Concessions and shows reported big business on Monday. Midway was largest in history, 16 shows, 50 concessions and R. H. Wade's five rides. Grand-stand acts were Texas Tommy and horse; Flying Howards, aerial and trampoline, and B. Ward Beam's International Congress of Daredevils one night, which pulled more than 10,000. There were nightly fireworks.

Alexandria, Minn., Gate Best

ALEXANDRIA, Minn., Sept. 10.—With a 25-cent gate, Douglas County Fair broke records here on August 24-27 when 40,000 attended, reports R. S. Thornton, secretary. There were harness and running races three days and 4-H Club displays were considered outstanding. Smith's Motordrome on the midway reported big business. In the grand-stand show were Capt. Billy Necker and dogs and Kurtzo and Kurtz, high pole. The partially completed $60,000 grand stand was used. Relocation of grounds in progress is expected to be completed in 1939

R. GLENN COBB, secretary-manager of Cumberland County Fair, Fayetteville, N. C., has held that post since 1933, when the old Cape Fear Fair was revived by the Junior Chamber of Commerce and the name was changed. The fair is reported to have made a profit each year under Manager Cobb, who recently was elected a judge in the district.

Increase in Racing Take Means Profit for Nebraska

LINCOLN, Neb., Sept. 10.—Nebraska State Fair, September 4-9, on Sunday was 200 paid admissions short of 1937 and on Labor Day went under by 1,000 or so on preliminary count due to a heavy downpour which caught the grand stand as it emptied following the afternoon show and made necessary cancellation of the night rodeo performance.

Races probably will pull the fair out of the hole this year, the handle exceeding by 40 per cent that of 1937. Fair's take from the machines then was about $23,000. The fair must gross about $56,000 to break even.

Barnes - Carruthers had the grand-stand show again, program, besides the W. E. Hammer-Clyde Miller Rodeo, consisting of Willie Necker's Dobermann Pinschers, the Bryants, Randow Four, Seven Fredysons and Atlantic Brothers.

Weather Hits Oshkosh Finis

OSHKOSH, Wis., Sept. 10.—Winnebago County Fair here, August 29-September 2, had new attendance records on the first two days to give it total estimated attendance of 75,586. Cold weather held down gates on closing days below the 1937 fair. Grand-stand attendance during the four days was excellent, with acts including Willie West and McGinty, Jimmie Lynch and his Death Dodgers, Peerless Potters, Danwills, Four Robeys, Girton Girls, Whitey Harris, Joe Thomas Saxotet, St. Charles Trio and Thearle-Duffield fireworks. Sol's Liberty Shows were on the midway.

Nassau To Use More Acts

NASSAU, N. Y., Sept. 10.—In an effort to pep up the 73d annual Rensselaer County Fair here, more grand-stand acts, booked thru George A. Hamid, will be presented this year, Edward J. Mutter, John F. Williams and Albert Lynd report. Twice the usual amount of paper is being used to advertise in a 50-mile radius. More space has been contracted for commercial displays than in former years and agricultural exhibits will be more numerous. Premium awards will be increased. A feature will be a drum and bugle corps contest.

Mass. Asks Vaccine Ruling

BOSTON, Sept. 10.—Officials of all fairs and horse shows to be held in this State this fall have been appealed to in letters from Charles F. Riordan, director of the State division of live-stock disease control, to require that all horses to be exhibited be first vaccinated against encephalomyelitis. Loss by the horse plague in the last fortnight is said to have reached the $250,000 mark.

San Fran Building About 80% Complete

SAN FRANCISCO, Sept. 10.—Works directors on the 1939 exposition report the $20,000,000 Treasure Island construction program nearing final phases. Contracts for buildings are about 80 per cent complete. An attraction announced will be appearance of Haldane (Buzz) Holstrom, known as the only man to shoot the Colorado River rapids alone. He will exhibit the boat in which he made the trip.

Hispinola Co. plans to charter the steamship H. F. Alexander for $82,000, move it to a point off Treasure Island and rig it up as a hotel, night club and restaurant.

Harry G. Traver has been given a concession for Laffland, funhouse. About 62,000 visitors have previewed the fair to date.

Great Increase in Gates Is Looked For in Trenton

TRENTON, N. J., Sept. 10.—That the 1938 New Jersey State Fair here will surpass last year's attendance is indicated by interest from exhibitors of New Jersey and adjoining States. Catalogs mailed in July numbered 6,900, and to date more than 9,000 entry blanks have been filed by exhibitors who will have displays in the 18 buildings. City of Machinery is completely sold, covering some 12 acres in center of activity.

Manufacturers and merchants' building has signed up practically every foot of space. It has been necessary to enlarge the Horse Show department owing to big entry of draft horses and beef cattle. Concessioners for the mile-long midway are signing up rapidly and reports from the Cetlin & Wilson Shows, which will furnish midway amusements and game concessions, indicate that space will be at a premium. The advertising campaign takes in all big billposting plants thruout New Jersey and Pennsylvania.

Press department, under Leonard Traube, with Edward Connelly and Bert Nevins, and the Barnes & Aaron Agency will cover over 300 papers in this vicinity. There are special exploitation tie-ups with larger stores thruout the State. Gov. A. Harry Moore and the trustees of the fair are 100 per cent with it. Managing Director George A. Hamid will present one of the greatest grand-stand shows ever seen in the East. Secretary-Manager Harry E. LaBreque looks for the 215,000 attendance of last year to be increased at least 35,000.

La Porte Annual Is Winner With Big Gate on Saturday

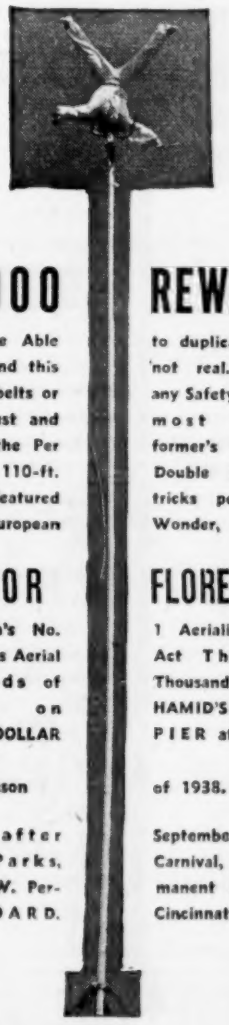
LA PORTE, Ind., Sept. 10.—With perfect weather and a 25-cent gate, 87th annual La Porte County Fair here on August 23-27 was successful, said J. A. Terry, secretary. Until Saturday the gross had been 3 per cent below last year's but the percentage was regained with Saturday's attendance at grounds and grand stand. There were three days of racing, and live-stock exhibits showed a big increase. An extra tent had to be erected to house industrial exhibits.

Attendance was big at the grand-stand show, featuring the Great Lorenzo and Co., high act; Bicardi Trio; Larmier and Hudson, cyclists; Six Skating Marvels; the Gauchos, teeterboard, and comedians. Saturday the Suicide Club Thrill Show and WLS Barn Dance, with Lulu Belle and Scotty, played to record-breaking grand-stand attendance.

Acts for Festival in Michigan

GRAND RAPIDS, Mich., Sept. 10.—Directors of Michigan Festival Corp. voted to appropriate $6,500 for pro entertainment. Acts will appear at two daily performances during the 1938 Michigan Farm Festival here, said H. Fred Oltman, associate director. He said the festival has contracted six large downtown buildings to house exhibits and other features.

HOUSTON.—As a result of cramped quarters last year, a $100,000 auxiliary building has been added to Houston Coliseum here to aid in housing Houston Fat Stock and Live Stock Exposition. Jack T. McCully is again exploitation director. Officers are J. W. Sartwelle, president; Julian A. Weslow, J. Howard West and Henry W. Dew, vice-presidents; George W. Strake, treasurer, and W. O. Cox, secretary-manager.



$1,000 REWARD

To Anyone Able to duplicate This Feat or find this not real. Positively no belts or any Safety Device. This hardest and most Colossal Trick in the Performer's History, on top of 110-ft. Double Rigging, is one of featured tricks performed by the European Wonder,

SENOR FLORESQUE

The Earth's No. 1 Aerialist. This tremendous Aerial Act Thrilled Hundreds of Thousands of people on HAMID'S MILLION - DOLLAR PIER at Atlantic City Entire Season of 1938.

Available after Sept. 12, for Fairs, Parks, Carnival, Circus. WIRE NOW. Permanent Address, BILLBOARD. Cincinnati, O.,

JAYDEE

The Great THE OLD APE MAN

Amazing Trapeze Novelty—100 ft. high. New and thrilling! Presenting a terrifying appearance in his ape costume. — Open for late and Southern Fairs.

100% A. F. A.

Jerry D. Martin General Delivery, Keokuk, Iowa. Week September 19-24.

WANT FREE ACTS

Write description of act, price and length of time.

EAST ALABAMA FAIR

ALEXANDER CITY, ALA., October 18th, through 22nd.

PENNSYLVANIA'S LARGEST STREET FAIR

WANTED—RIDES, SHOWS AND CONCESSIONS. Last year's attendance over 100,000. Our old Concessionaires have first choice. Write or wire at once.

IRA E. FASNACHT, Chairman Concessions, Ephrata, Pa.

HARTFORD CITY, INDIANA FREE FAIR

SEPTEMBER 20 TO 24.

WANTED—A few more Concessions and good Shows which do not conflict.

JAMES WILLMAN, President.

WANTED

For Tazewell County Fair and Rodeo

SEPTEMBER 21, 22, 23, 24.

Demonstrators and Pitchmen for Industrial Exhibit Top. R. D. (Bob) Penny wants all kinds of Legitimate Concessions, except Pop Corn and Bingo. We have no depression. Mines working every day. Get your winter's B. R. here. Write or wire

M. L. WHITTAKER, Secy. of Concessions, Tazewell, Va.

WANTED

Good size Carnival Show to show here one week anytime before end of October. Location, Fairgrounds with complete new fence. Advisable to use 10c gate charge. Show must be large enough to guarantee $500.00 for Concessions and Shows and Rides. This is a very good town for carnival. Write or wire. HARRY LIPSON, Treasurer, County Fair Association, Marks, Miss.

THRILL-FULLY YOURS
The FOUR O' HEARTS
"SKY-HIGH THRILLERS"
LATE FAIRS—CELEBRATIONS.
CRASH DUNIGAN, 194 North Street, New Britain, Conn. | WRITE OR WIRE | FOREIGN CHAS. L. SASSE, 300 West 49th St., New York City.
AYE-LAD! OUR ASSURANCE IS YOUR INSURANCE FOR A TOP NOTCH THRILL PERFORMANCE—CRASH DUNIGAN.

THE BILLETTI TROUPE
Three Men *Presenting* One Lady
The Most Sensational All-American High-Wire Act on Earth. Original Feats and Finishing with Three People High Pyramid on Bicycles. NO NET.
Open Time: Some time in October and November. Prefer Middle West and Southwest.
Address: WESTERN UNION, or P. O. BOX 56, Bloomington, Ill., or as per route in The Billboard.

BERNIECE KELLY CIRCUS REVUE
A Unit of Variety
COMPLETE PROGRAM OF NINE ACTS
Available for Fairs, Celebrations, Theatres. Week September 19 and last 3 Weeks of October open.
Millersburg, Pa., Fair, September 15-17. Perm. Add., Billboard, Cincinnati, O.

WANTED FOR "GREAT" PHILLIPS COUNTY FAIR
Arkansas' Largest County Fair
HELENA—SEPTEMBER 26 TO OCTOBER 1
RIDES—SHOWS—CONCESSIONS. Billposter with Car. FREE ACTS—Must be High. State lowest price. Fireworks.
H. H. RIGHTOR, JR., Secy., Helena, Ark. New Fairgrounds—Conditions Good.

WHITE HALL FAIR AND HORSE SHOW
WHITE HALL, MD., SEPTEMBER 21-24
WANT Concessions of all kinds: Shooting Gallery, Pitch-Till-You Win, Mug Joint, Bingo, High Striker, Ball Games, Scales, Novelties No grift. All Rides booked.
Contact B. C. SALES CO., 4009 Frederick Ave., Baltimore, Md. Tel., Gil 6168

End of Outdoor Season To See Building in N. Y.

NEW YORK, Sept. 10.—Developments in the amusement zone of the World's Fair virtually remained at a standstill this week, with little indication of further progress forthcoming in the near future. With several concession department officials out of town on business or leaves of absence, the approved attraction list remained unchanged, altho it was reported some headway had been made by the boards of approval investigating proposed entertainment ventures.

Altho construction in the exhibit zone continues at a steady pace, evidence of activity in the amusement sector is still virtually nil. It is reported that many concessioners are planning an intensive building program following the regular outdoor season now occupying much of their time. Fair officials are persistent in the belief that construction on the midway will be launched by October 1 at the latest.

Zone Name Contest On

Visitors to the concession department were exceptionally few this week, with only Frank Wirth, of Frank Wirth Attractions; Cy D. Bond, Dodgem Corp., and Lew Dufour, Dufour & Rogers Attractions, being reported from outdoor circles.

The widely publicized contest for the best suggestion for the amusement zone's name, sponsored by *The New York World-Telegram*, is producing good results, it is reported. Contest, pointed toward the public, will close on September 14, with a free-trip-to-Bermuda award to suggestor of the best name.

Mexico Contracts Space

With construction work on the $3,000,000 federal exhibit at the halfway mark, Theodore T. Hayes, executive commissioner of the U. S. New York World's Fair Commission, announced last week plans for the second half of the expenditure program. Initial part comprised construction of the immense government facade and seven-sectioned building, while latter part includes beautification of three acres of ground surrounding the exhibit. Hayes revealed extensive plans for transplanting of 40-foot elm trees, unusual shrubbery, large flower beds, etc.

Last week also marked official entrance of Mexico into the fair picture, when representatives of the Mexican Government signed for 10,000 feet of space in the Hall of Nations in which to house displays of Mexican arts and crafts. It was announced that the Spanish Loyalist Government will also be represented by an exhibit.

World's Highest Aerial Act
Available for Fairs, Parks, Celebrations. Late Southern Dates Wanted. Address, Care of The Billboard, Cincinnati, Ohio.

Fair Grounds

LANGDON, N. D.—Cavalier County Fair Association made $1,800 profit on the 1938 fair and plans a construction program in addition to a WPA program now under way. Dick Forkner, secretary, said work for which the funds will be used has not been decided. The WPA project, halted during the fair, is costing $11,000 and includes rebuilding race track and fences, painting buildings, rebuilding and regraveling all roads, construction of a free-act stand and general repairs. Charley Haug, 83, caretaker of the race track 27 years, was honored at a testimonial dinner when he retired.

OWENSVILLE, O.—Following close of 19th annual Clermont County Fair here on August 16-19, at which attendance records were broken, the following were elected directors: Frank Schobert, Noah Powers, E. L. Carter, Everett Haines, Carl Sentman and C. L. Jones.

LISBON, O.—Columbia County Fair is again advertising with 24-sheets, said Secretary H. E. Marsden.

WILMINGTON, N. C.—Construction of several buildings and other improvements, estimated to cost about $60,000, has started on new Hanover County Fair grounds. Work will include covering a portion of the grand stand, building additions and exhibit buildings and improvements to grounds to give more space and better facilities for concession stands and riding devices.

EL DORADO, Ark.—W. T. (Tom) McKinnon, Wesson, was elected president of Union County Fair Association, which has bought a 20-acre tract for future fairs but will not be able to complete the plant in time for the 1938 event. Premium list of $2,000 shows an increase of 10 per cent.

SMITHFIELD, O.—New 28 by 100-foot 4-H Club stock exhibit barn, under construction on Jefferson County Fair grounds here, and supervised by John Hunter, board member, will be ready for this year's fair.

VANCOUVER, B. C.—Vancouver Exhibition Association, to proceed with construction of a $200,000 live-stock building in Hastings Park, hopes to complete it in time for the winter fair. Plans have been approved by J. G. Gardiner, federal minister of agriculture, as a large appropriation is expected from the federal government. Association expects to pay its share from exhibition profits. The building will be of steel and concrete with wooden decks. The live-stock department is one of the fastest growing branches of the exhibition, President Walter Leek said.

WAUSAUKEE, Wis. — Approval for $9,980 in federal funds for improvements to Marinette County Fair grounds here has been secured. The WPA project will include construction of a cattle exhibit building, fencing, grading and landscaping.

LA CROSSE, Wis.—Work is expected to start soon on a $45,000 improvement program to buildings and grounds of Inter-State Fair here. The WPA project calls for a new concrete barn for 4-H Club live stock, combination building for women's department and 4-H Club exhibits and resurfacing of the concrete grand stand.

DE PERE, Wis.—The 1938 Brown County Fair showed a profit of between $100 and $150 against $1,700 last year, according to preliminary report by Secretary William S. Klaus. Receipts were

(See FAIR GROUNDS on page 49)

Grand-Stand Shows

SHOW presented at Minnesota State Fair, September 3-10, was one of the largest and most elaborate Barnes-Carruthers has ever produced, including in its entirety more than 20 widely known acts. The revue, gorgeously costumed, presented six episodes, in all of which the Ainslee Lambert dance ensemble, Eight Grenadiers, and Marion Ryker, soprano, appeared. Acts appearing between episodes included Valentine Vox and Emily Walters, ventriloquial act; Beau Brummels, comedy trio; Monroe and Grant, trampoline; Juvellys, balancing; Alexander Santos, comedy adagio; Hudson Wonders, acrobatic dancers, and Shanghai Wing Troupe of Chinese acrobats. Working on platforms, in the air and on track were Mlle. Alee and Co., shooting act; Alf Loyal's Dogs; Eiffel Sisters, high act; Albert Powell, aerialist; Aerial Ballet; Picchianis, Maidie and Ray; Gilbert Brothers, bar act; France and Lapel, perch act; Lodi Troupe, teeterboard; Four Hoodies, Powers Elephants, Gautier's Steeplechase and Clyde's high-school horses. Jack Klein and Allen Rogers emseed the show, Ainslee Lambert produced the line dances, and Izzy Cervone's Band furnished music.

SIX-DAY Gibson County Fair ending on September 3 in Princeton, Ind., broke grand-stand records, with Original WIS National Barn Dance, 20-people group, booked thru National Entertainment Service; Kaltenmeyer's Kindergarden and Gertrude Avery's *Laugh Parade*, officials report. Other attractions were an Illinois Fireworks Co. display; Vass Family, Paul Sisters, Little Johns, Three Fall Lots, Four Randows, Four Rounders, Phil Lopez, Arthur and Elevny and Billetti Troupe, high wire.

SANTA CRUZ COUNTY FAIR, Watsonville, Calif., has contracted Merle Mack's Band; Les and Poppy; Lester Fredrickson, emsee; Mysterious Fay and Lady Ellen, strait-jacket escape, blindfold drive and shoot thru a woman; Del Mar and Renita, acros, and Larson and Carsen, hand balancers, thru World-wide Theatrical Agency, which has also booked Larson and Carsen; Morris and Morris, table tumblers, and the Pina Family, barrel jugglers and tumblers, for Siskiyou County Fair, Yreka, Calif.

ATTRACTIONS at eight-day Ohio State Fair, Columbus, O., ending on September 2 were Ole Graham's Western Riders; Togo, slide for life; Sensational Wishards, Watkins' Animal Circus, Senioretta; Ernie Wiswell, comedy Ford; Lorraine and Eddy, Texas Jim Lewis and Lone Star Cowboys, Royal Rollers, Five Elgins, Four Aerial Jacks, Bench Bentum's Diving Sensations, Chester Sherman, Wells Bros.' Trio, Franklin American Legion Post Band and fireworks, reports Bob Shaw, Gus Sun Booking Agency. On Saturday Renfro Valley Barn Dance played to a sellout in the Coliseum and Flash Williams' Thrill Show played the grand stand.

PAT AND WILLA DEVOLO, the Darwoods and Bob Morris Troupe played five-day Labette County Fair, Oswego, Kan., ending on September 2.

SHEBOYGAN County Fair, Plymouth, Wis., September 2-5, had Ernie Young's *Trip Around the World*, Harmonica Cal and his Musical Merrymakers, Russ Stout and his Mountaineer Orchestra, National Quartet, Texas Tony, Baches Sisters, Alabama Bob, Eddie Thurow, William Van Buren, and "Nic," bass player.

ACTS at reorganized Delaware County Fair, Delaware, O., will be Robinson's Elephants; Nancy Darnell, aerialist, and J. R. Malloy's Circus.

AT MONCTON (N. B.) Fair, August 29-September 2, main attraction was a musical revue, *Canada on Parade*, supplied by the Canadian Amusement Exchange. A chorus of nine was incorporated in the revue, which featured Pat Rafferty, formerly of the Dumbells, a touring troupe of ex-Canadian soldiers. Fireworks were presented nightly. Frank Elliott's Shows were on the midway.

ACTS at Keller (Va.) Fair, August 30-September 3, were Demnati Arabs, Aimes Sisters Revue, the Harlequins, Don Bernado; Silver, Wonder Horse; Los Gijanoes, Flying Aces, the Spurgets and Smith's Superba Band and soloists.

BILL at Central Canada Exhibition, Ottawa, Ont., August 22-27, and *Revue of Tomorrow*, presented by George A. Hamid, Inc., which broke records there and is reported to be topping grand-stand marks at fairs where it appears, comprised Creatore and his Band, Torelli's Circus, Great Peters; Rossell Troupe, acrobats; Dr. Ostermaier's Horses, Funny Phord; bell number of revue, featuring Elaine Dowling; Stephani Sisters; fan number of revue, featuring Frank Mazzone and company; Orsola Arelli, prima donna; Francis Trio; Scotch routine of revue; Decardos, barrel jumpers; can-can number of revue, with Orsola, Dowling and Mazzone; Ted Healy's Three Stooges; bicycle routine of revue; Flying Otaris and fireworks.

AT PIATT County Fair, Monticello, Ill., August 29-September 2, were Barnes-Carruthers acts, including Gertrude Avery Revue, Raymond's Animals; Wright and Vivian, jugglers and contortionists; Riley and White, hand balancers, and Cadet Kozak, Xylophonists.

CONGRATULATIONS

to

THE CANADIAN NATIONAL EXHIBITION ON THEIR DIAMOND JUBILEE

We wish to thank Elwood A. Hughes and Directors for their continuous confidence in the House of Hamid.

GEORGE A. HAMID.

CONGRATULATIONS!

T. W. HAND FIREWORKS CO., LTD.

PRODUCERS OF THE GRANDSTAND FIREWORKS SPECTACLE AND SCENERY

AT THE WORLD'S LARGEST ANNUAL EXHIBITION

Congratulations on Your 60th Birthday

FANCHON AND MARCO

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ROXYETTES – SEASON 1938

GAE FOSTER GIRLS – SEASON 1938

For GEO. A. HAMID

30 ROCKEFELLER PLAZA — NEW YORK CITY, N. Y.

A SENSATION!

LOYAL REPENSKY FAMILY

World's Finest Equestrians

FIRST APPEARANCE IN FRONT OF ANY GRANDSTAND

HELEN REYNOLDS

And 8 World Champion Skating Girls

It's Great to Skate Before the CNE Thousands at Every Show.

MAC'S TRAINED STEERS

The Only Act of Its Kind in the World.

EXCLUSIVELY BOOKED BY THE HOUSE OF HAMID

CONGRATULATIONS TO A GREAT SHOWMAN

AND A WONDERFUL SHOW

YOUR PAL,

Bob Morton

TED and PEARL ELDER

"Five Featured Acts"

With HAMID

PEARL ELDER

WALDO SENSATION

Best Wishes — Your Diamond Jubilee

HELEN HARVEY

BOOKED BY THE HOUSE OF HAMID

DETEROS

GREETINGS

HARRY WELDANO

FRANCIS TRIO

SEASON 1938

"Still Making Them SCREAM"

MARCY BROS. & BEATRICE

STILL TOPS

Back Again After 16 Weeks in Europe.

Strange Demands Better Control of Michigan Annuals

DETROIT, Sept. 10.—Demand for more effective control of local fair administration by the State was voiced by John B. Strange, Michigan commissioner of agriculture, in an address at Upper Peninsula State Fair, Escanaba.

"Considering the importance of agricultural fairs as educational institutions, it is extremely unfortunate that the laws governing these should be so vague and indefinite," he said. "It should not be necessary, as was the case this year and last, to beg funds that the State might meet its share of premiums. If the State is to continue its contributions, we feel it should have authority to insist upon capable management. Since 1929 many fairs have gone out of existence because they provided a better fair than the community was willing to pay for."

Legislation to cover such direct control by the State is to be prepared for the next Legislature, he indicated.

Summary of expenditures for improvements by Michigan fairs has been made by Commissioner Strange. Thru WPA appropriations largely, fairs have spent over $250,000 in improvements this season. Principal expenditures were by American Legion Fair Association, Plainwell, $2,131.91; Alpena County Agricultural Society, Alpena, $4,340.05; Calhoun County Agricultural Society, Marshall, $6,348; Cass County Agricultural Fair, Cassopolis, $3,600.32; Dickinson County and Men Range Agricultural Society, Norway, $58,913.51; Eaton County 4-H Agricultural Society, Charlotte, $7,087.71; Gogebic County Fair Association, Ironwood, $44,801.89; Ingham County Agricultural Society, Mason, $26,208.57; Ionia Free Fair, $6,941.10; Iron County Agricultural Society, Iron River, $30,263.54; Western Michigan Fair Association, Ludington, $36,414.63; St. Joseph County Grange Fair, Centerville, $1,214.93; Northern District Fair, Cadillac, $3,655.26.

Bonuses Given in Jackson

JACKSON, Mich., Sept. 10.—Attendance at Jackson County Fair, August 30-September 3, was about 80,000, said Secretary Ernest R. Hively, and receipts increased $2,000 over 1937. Saturday gave the biggest crowd in the fair's history for this day. F. E. Gooding's American Exposition Shows, thru Secretary R. L. Overstreet, reported this one of the two best fairs of its season, altho midway gross was off about 25 per cent from last year, confirming general trend in Michigan that people are going to fairs in large numbers, but not spending as much as formerly. All game concessions were operated by John Quinn, Detroit, under management of Harry Lessinger. Decision was made before the fair closed to give all premium winners an extra 10 per cent award as a bonus due to the successful season.

Larrimore Host to Friends

YOUNGSTOWN, O., Sept. 10.—Larry Larrimore, concessioner, who plays Eastern Ohio and Western Pennsylvania fairs, held his annual open house on Canfield Fairgrounds on September 4, during the afternoon more than 40 friends being entertained at a chicken and spaghetti dinner in Barney Felger's cookhouse, with Felger presiding as chef. R. H. Wade, well-known ride owner, and Mr. and Mrs. Rex McConnell and children, Bernice Lentz and Maynard (Doc) Mast, Canton, were among guests.

NOTICE

• SOUTHERN FAIR SECRETARIES •

THE PINE RIDGE FOLLIES SHOW

with the original Dick Huddleston and the original Lem and Abner Pine Ridge Band, that has played 40 Fairs this year, is available for Fairs after October 1. Write for route; come and see it. Terms, percent or salary. Address VAUGHN RICHARDSON, 128 Butler Ave., Indianapolis, Ind.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Kahn, With Bill Changes, Sets Mark in Wapakoneta

WAPAKONETA, O., Sept. 10.—After a slow start Sunday afternoon, Auglaize County Fair's seven-day Diamond Jubilee Celebration ending here on September 2 picked up rapidly in attendance to break all records, reports Harry Kahn, secretary.

For the third year a change of program was booked nightly. Night grand-stand attendance was good, there being three sellouts. Children's Day on Tuesday was a big draw, as were races on three days and an auto giveaway. A new record for membership ticket sale was made, over $2,000 more than last year being taken in. Friday night about 22,000 attended, biggest night crowd in history, and the midway was packed, Jolly's eight rides, concessioners and Lloyd Short's Ranchland and Illusion shows, among others, doing big business. About 15,000 sat in the grand stand, bleachers and on straw for 200 yards on the track to see Henry H. Lueders' musical revue.

Acts were Bric-a-Brac Troupe, acros; Six Lucky Boys, Risley and knockabout; Six Skating Marvels, girl roller skaters; Melodeers, instrumental and vocal quartet, and the Gauchos, teeterboard act, formerly with Ringling-Barnum circus, all booked thru Barnes-Carruthers, on the Sunday bill with Captain Sparks' American Legion Zouaves, Jackson, Mich., and X Bar X Rodeo; Monday, rodeo and fireworks spec; Tuesday, Renfro Barn Dance and fireworks; Wednesday, Kaltenmeyer's Kindergarten, and Thursday, Pine Ridge Band and Follies.

VANCOUVER GETS——

(Continued from page 32)

estimated 44,000 attended the racing program on Hastings Park track in front of the grand stand. Daily attendance figures:

	1938	1937
Monday,	57,303	52,503
Tuesday,	39,940	36,841
Wednesday,	52,707	47,691
Thursday,	46,157	45,796
Friday,	40,215	45,906
Saturday,	68,621	61,868
Labor Day,	81,738	90,058

Showings in every class were in excess of previous years in quality of exhibits and number of entries. Every building was packed with exhibits and many were in marquees and other temporary structures. So impressed have manufacturers been with possibilities of the display this year that a movement is afoot to erect a special building where a permanent exhibit can be housed.

Free acts were presented in Concert Square by the Versatile Vets under "Skipper" MacLeod. Calvin Winter's Band provided music. West Coast Shows of W. C. Huggins, it was reported by W. D. Newland, superintendent, had excellent business, the new location permitting a better display for shows, being more convenient for the public and eliminating much congestion.

Special tickets for fair admission were sold at three for $1, prizes being a world tour ($2,000), two Pontiac sedans, a $250 vacation trip and five cash prizes of $50. Victorians from Vancouver Island, 90 miles away, 900 strong attended on Labor Day. Sir Edward Beatty, K. C., president of the Canadian Pacific Railway, a visitor, was made a life member.

SYRACUSE AIDED——

(Continued from page 32)

morrow made a smash hit and drew rave notices in all Syracuse papers. In the second week, Lucky Teter and his Hell Drivers featured afternoon shows. Four Arleys did a nice acrobatic turn. Great Peters' aerial act was topped by a stunt in which he "hangs" himself, and the Four Stephani Sisters in an iron-jaw act; Variety Gambols, acrobatic dance novelty; Darling Sisters, acrobats, and Flying Otaris complete the show. J-E Ranch Rodeo replaced Lucky Teter on the night bill. Grand Circuit racing held the track the first week for six days.

Rubin & Cherry Exposition did good business, considering size of crowds, mopped up on Labor Day and then fell off somewhat this week, rides running well ahead of shows. Bob Dillion, Huntington, W. Va., motorcycle stunter with Lucky Teter, sustained fractures in cracking thru a flaming board barrier and was taken to St. Joseph's Hospital here.

Greatest change in policy was addition of a 25-cent parking charge for cars. There have been some kicks, but Commissioner Noyes believes the charge fair and intends to let it stand, he said. Newest ideas in attractions were a shag dancing contest and importation of name bands in the Coliseum for the second week. Tommy Dorsey did fair business first three days, with Paul Whiteman due in Thursday night and Guy Lombardo Friday and today.

Publicity apparently was none too good and press relations have been strained. Director Paul Smith in a speech at a dinner the other night accused Syracuse papers of trying to "sandbag" him for advertising. There was also a feud on with the local Democratic organization, and, in his speech, he also mentioned this and added that he was "not unhappy" about it.

ALL RECORDS——

(Continued from page 32)

Family. In Barnes-Carruthers night show, under direction of Sam J. Levy, the revue, *Parade of the Stars*, included Lambert Dancing Ensemble; Carl Freed's Harmonica Band; Cosmopolitan mixed octet; Daisy, the horse; Avis Lynn, prima donna; Ruth Pryor, premier danseuse; Bartell Hurst Foursome and Martell Trio, dance stylists. Smash number was built around *Chapel in the Moonlight*, in which 10 girls played a like number of full-toned brightly colored organs. In the background a chapel, faintly illuminated, made the scene one of the most effective in the show. Finale was *The Parade of Tomorrow*, featuring the Ballet Futuristic, 16 fencing girls. Another episode well received by audiences was *The King's Horses*, by Lambert Dancers in grotesque equine costume.

At the Coliseum horse shows the increased take is attributable to the fact that admission price was upped 25 cents this year. Greyhound, 1:56, in an exhibition against time, probably was responsible for the largest Tuesday crowd in the fair's history. Driven by Sep Palin, the horse lowered the track record, doing a mile in 1:56¾.

Sunday afternoon's Thrill Day program was presented by Lucky Teter and his Hell Drivers before a packed grand stand. Because last year's supply of 150,000 half-price fair tickets was exhausted in a short time, officials increased the initial offering this year to 175,000. These were snapped up soon after they went on sale three weeks before the fair.

MICHIGAN GATES——

(Continued from page 32)

grounds, one of the most serious handicaps for the fair this year.

Good weather prevailed until Wednesday, when drizzling rain came in the afternoon but affected patronage very little. Moderately cool evenings probably discouraged late patronage, especially on the midway, but weather on the whole has been on an average with that of recent fairs.

Coliseum played to 146,403 thru Tuesday night. Shows alone drew 108,916, while three-hour dance sessions at separate admission following night shows drew 37,487, including 3,200 at the special $1 admission last Wednesday at midnight. Guy Lombardo drew 20,965 on Sunday with 8,334 dancers. With a total attendance of about 50,000 on Saturday and Sunday, the Coliseum drew one out of three people on the grounds on these days. On Saturdays, Sundays, Labor Day and Children's Day three shows were given, with two on other days, a total of 40. Show was produced for MCA by Lew Wasserman and W. H. Stein, with Bill Green as assistant and in charge of publicity. MCA executives who visited included Herman Stein, London; W. H. Stein, New York; Charles Miller, Maurice Lipsey, Chicago, and Merle Jacobs, Cleveland. No talking acts were used except Joe Cook, but the show included vaude type as well as grand-stand acts. Mickey King, aerialist, for instance, proved such a favorite that she was held over for the fifth and final series of shows. Bands and acts this week were: September 4-7, Guy Lombardo and orchestra, Frances Langford, 32 Chester Hale Girls, Cole's Midshipman Singers, Jane and Joe McKenna, Chocolateers, Mickey King, Hazel Manjean Girls and Goodrich and Nelson. September 8-11, Kay Kyser and orchestra, with Virginia Simms; Sully Mason, Harry Babbitt, Ish Kabibble and Glee Club, Bobby Breen, 32 Chester Hale Girls, Jack Gregory and Co., Chocolateers, Joe Jackson, Mickey King, Four Vespers and Ruth and Billy Ambrose.

Midnight Swing Session conducted by Benny Goodman, with "Dancing From Midnight to Dawn" on Wednesday, drew 3,200 at $1 for the first event of its kind in Detroit history. Three busloads from Toledo, O., were on hand. Event was primarily for a colored patronage, but attendance proved nearly equally mixed with white. The session drew an unusual volume of copy and pix in newspapers.

Midway Is Commended

Clean operation of the midway was commended by Maj. R. G. Simpson, of the National Guard, in charge of censorship.

"The shows operated very cleanly," he said. "I think the management of Hennies Bros.' Shows very fine, and Bob Lohmar is one of the finest men in the business. They have co-operated in every way." There was a slight modification in a few types of bally, but no changes were made in any games or shows. The fair's rigid pay-gate policy applied even to the midway, with employees and executives unable to enter entrances to shows and rides without paying regular admission fees. Carnival people on legitimate business at a particular attraction were allowed to use a service entrance only. This rule against passes of any type was strongly commended by Hennies Brothers and by General Representative Lohmar.

The midway got two good night crowds instead of one as a result of late dancing in the Coliseum, closing at midnight. Harry Hennies reported the midway gross showing a day-by-day gain of about 20 per cent over last season. Tuesday, Children's Day, was a disappointment because of cool weather.

Early visitors included A. R. Maguire, superintendent of attractions, and C. M. Baker, former president, Calgary Exposition; Fred A. Chapman, secretary of Ionia (Mich.) Free Fair, en route from the Toronto exposition; Mayor Killingsworth, Western Fair, London, Ont.; P. T. Strieder, general manager of Tampa and Birmingham fairs; E. E. Irwin, secretary of Illinois State Fair, Springfield; J. H. Warren, Saskatoon Exhibition; J. C. McCaffery and Joe Streibich, president and secretary, respectively, of the Showmen's League of America; Ned Torti, Wisconsin De Luxe Co.; W. H. (Bill) Rice, Mighty Sheesley Midway; L. Clifton Kelley, Goodman Wonder Shows, and Robert P. Buckley, secretary of Bad Axe (Mich.) Fair. A dinner was tendered Fair Manager Frank N. Isbey on Wednesday by 275 members of the fair staff, concessioners and civic leaders, with Detroit's police commissioner, Heinrich Pickert, as toastmaster, in Fairview Casino on the grounds.

CNE ROLLS——

(Continued from page 32)

long lines of amusement-hungry patrons waiting turns at ticket boxes. It was after midnight before the crowds started thinning out on Labor Day. The girl shows topped the line-up of shows. In the ride sector Flying Skooter, Bubble Bounce, Octopus and the Rocket ride were leaders. J. W. (Patty) Conklin's Kiddie Playland was a big attraction that proved itself popular. The troupe of 70 native Hawaiians brought in by E. K. Fernandez presented the outstanding attraction on a stage 40 by 90 feet and show running over 30 minutes. After seeing the performance General Manager Elwood A. Hughes invited the troupe to make a nightly appearance before the grand stand.

Open-air Dance Plaza drew huge crowds nightly, despite chilly evenings. Buddy Rogers closed Tuesday night, with Tommy Dorsey moving in on Wednesday until closing on Saturday. Argument between Performing Rights Society and Canadian National Exhibition as to whether name bands may play numbers protected by the association without paying the fee continued, with injunctions being handed to Buddy Rogers, Guy Lombardo and Benny Goodman to prevent the playing of certain tunes.

General Manager Hughes commented, "The federal government granted exemption to all fairs and exhibitions in receipt of government grants. We are operating under that exemption." R. A. Hutchon, assistant secretary of the society, bases its claim on the fact that the public is being admitted at $1 per person, which is construed to constitute a motive of gain.

DALLAS.—The 1939 annual meeting of Texas Association of Fairs will be held here on January 27 and 28 in the Adolphus Hotel, said Secretary-Treasurer O. L. Fowler, Denton.

HOLIDAY BIG AID ON SEASON

Biz Better In Met Area

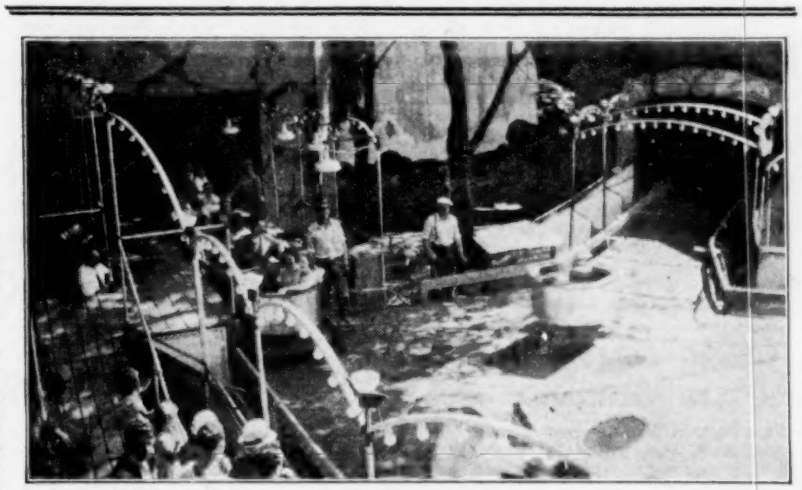
Spots near New York have heavy crowds but no record grosses are scored

NEW YORK, Sept. 10.—With three days of near-perfect weather, outdoor show business near here experienced one of its most lucrative Labor Day holidays in several years on September 3-5. Beaches and resorts, amusement parks and playgrounds were jammed to capacity; sun shone brightly, wind was at a minimum and even a slightly cool breeze on Monday sent many would-be bathers from the sand to near-by concessions.

Coney Island, of course, led the way with an estimated 1,500,000 visitors over the three-day period; the Rockaways were host to about 700,000; Playland, Rye, nearly 75,000 and Palisades (N. J.) Park about 125,000. No serious fires or accidents were reported by amusement men and police regarded the holiday seekers as the most orderly in years.

Altho crowds were as heavy as they have ever been and weather as pleasant as anybody could ask for, no record concession grosses were piled up; no parks played to high-mark gate receipts. Almost without exception showmen reported excellent business, altho considering number of admissions, patronage of

(See BIZ BETTER on page 39)



THE BOOMERANG ride in Feltman's Pavilion, Coney Island, N. Y., is known as the first 12-car permanent unit put out, its electrical and "Niagara Falls" effects being novel and striking. Good business when lots of people journeyed to Coney is reported.

Pools and Beaches In Utah Finish Good Season on Holiday

SALT LAKE CITY, Utah, Sept. 10.—Labor Day marked closing of Saltair and Lagoon, Utah's two largest resorts. Manager Thomas M. Wheeler of Saltair said business had been far ahead of last year and that bathing business had doubled due to the bathhouses being moved nearer the water and a policy of low admission price to the pool and resort. Experiment of using MCA bands longer than one night will be tried next year. Bands went over big; "Spud" Murphy's Orchestra closed the season.

Manager Julian Bamberger of Lagoon reported a good season tho rain on July 4 caused a big loss. Free dancing helped the resort. Arnold Bergerner's Band made a hit.

Sunset Beach and Black Rock on Great Salt Lake report big seasons. Managers Ira Dern and Hal Thompson of the former brought Sunday business with boxing and wrestling matches, airplane

(See POOLS AND BEACHES on page 39)

Eastwood Has Best Ballroom Business

DETROIT, Sept. 10.—Eastwood Amusement Park had a larger crowd on Labor Day than last year, with largest ballroom attendance since it has been in business, 2,800 dancers Labor Day night, said General Manager Henry Wagner. Outdoor attractions will close tomorrow night, but indoor features will continue indefinitely. Roller rink has been a great drawing card this season.

Walled Lake (Mich.) Park, under management of J. Eugene Pearce, closed for the season Labor Day night. Attendance is reported as having been somewhat affected by counterattractions in Detroit, Michigan State Fair and gold cup races on the Detroit River, both of which attracted large crowds on Labor Day.

At Jefferson Beach, closed Labor Day night for the season, attendance on the holiday was reported rather light, except for several smaller type features, because of counterattractions afforded by picnics, State Fair and gold cup races.

Gibson Home in Cleveland

DETROIT, Sept. 10.—J. F. Gibson, managing director of Jefferson Beach Park, returned to his home in Cleveland, where he will specialize in amusement administrative and advisory service, returning to Jefferson Beach next summer.

CHIPPEWA FALLS, Wis.—A water carnival here on August 28 had an old-style swimming suit contest at Wissota Beach with Operator E. C. Cote offering prizes for the 10 best "Grandma's-day" suits. Several thousand viewed surf-boat riding, canoe races and water polo.

Ohio Spot Has Good Year

ZANESVILLE, O., Sept. 10.—Moxahala Park here closed on Labor Day and George Anagnost and Walter Delscamps, co-operators, reported one of the most successful seasons in recent years. Improvements were made during the past season and several new features added. The roller rink had a big season and plans are being made for further expansion in 1939. Anagnost plans to ready Greystone Ballroom, Columbus, O., for an early opening.

Influx Brings Places in A. C. Great 24 Hours

ATLANTIC CITY, Sept. 10.—Labor Day week-end brought a record one-day period and a grand climax to a season so late in getting started that everyone was jittery. Most of the big national gatherings went west this year so they could come east in 1939 for the New York World's Fair. The week-end, unlike that of other years, was not a three-day one. It did not start until late Saturday afternoon, continued big, reached its peak early Sunday morning and dropped off around noon on Monday. Dr. Charles Bossert, chief of the beach patrol, estimated crowds at 350,000. Another estimate was 400,000. However, a check-up of amusements based on numbers that went thru gates showed crowds to be considerably less.

Paul Whiteman at Hamid's Million-Dollar Pier was the only one who grabbed any Saturday afternoon business. Rudy Vallee at Steel Pier packed it Saturday night. All Boardwalk theaters did midnight shows, with Harvey Anderson at the Apollo hanging out an S. R. O. sign and the 5,000-seat Warner standing them in the back. Sunday jammed everything and at 2 a.m. Monday morning there

(See INFLUX BRINGS on page 39)

Long Branch Pool Does Biz

LONG BRANCH, N. J., Sept. 10.—C. P. Book, operator of Chelsea Baths here, reports summer business held up well, despite a late start and rainy weather. There are 2,800 bathhouses and pool is 75 by 150 feet, beach being reached by a tunnel under Ocean avenue. After September 11 he will return to Philadelphia to assume his work as a professor at Temple University and West Philadelphia High School. Receipts have been augmented by frequent excursions from near-by cities.

COSHOCTON, O.—Dick Johns, owner-manager of Lake Park here, said the dance pavilion, which has had excellent business, will operate on week-ends thruout September after park closing on Labor Day. Jimmy Rice will continue as pavilion manager for Johns, who, with Mrs. Johns, is at Ohio fairs with a new penny arcade.

Hamid's M.-D. Pier in Initial Season Is Outstanding Success

ATLANTIC CITY, Sept. 10.—Hamid's Million-Dollar Pier tomorrow terminates a very successful initial season despite the fact that most places here are from 20 to 30 per cent off. General Manager Samuel W. Gumpertz said: "The season has been highly successful for us, far beyond expectations of George A. Hamid and myself. We understood the difficulties of embarking upon such an investment in an 'off' year. We found that if you give people what they want they will come to you regardless. Our big Funhouse, covering nearly 10 acres, first one in Atlantic City in many years, has proved a decided success and we plan to start immediately upon enlargements and more attractions for this."

Final bill of the pier this week is up to full summer schedule, altho it is a week after Labor Day, and the beauty pageant made no great difference in the box office. Bill includes Rose Marie with five other acts in the Hippodrome, two pictures, a newsreel, Clyde Lucas and his orchestra, Eddie Morgan and his orchestra and Cuban Rumba Queens, all in the Ballroom, and Del Rio Family of Midgets and Al Flosso in Del Rio Theater; Funhouse, daily net hauls, and outdoor circus, headed by Harold Barnes, tight wire; Senor Floresque, high pole; Eddie Polo, little giant, and Curtland Durant and his wild diving elk and buffalo.

Beginning next week, said Manager Gumpertz, the pier will be open in the daytime with net hauls at noon and 4 p.m., aquariums and old-time silent movies. On week-ends there will be dancing in the ballroom. A report on Labor Day shows all records shattered, with the peak reached on Sunday. About 78,000 passed thru the turnstiles on the week-end.

Full policy of the pier is expected to to continue until October 1.

Results Good On Gulf Coast

Pontchartrain, Galveston and Houston draw excellent Labor Day throngs

NEW ORLEANS, Sept. 10.—With labor officials in charge of special events, Pontchartrain Beach temporarily closed its 1938 season on Monday with thousands jamming Boardwalk, rides and beach. Games, races and a jitterbug contest in the Casino featured events in charge of Central Trades and Labor Council, which turned out 10,000 members.

Beach will reopen this week-end and then remain closed forever as the management plans to move to the new $500,000 project a couple of miles further east on shore of Lake Pontchartrain, where additional expenditure will give the South its first "million dollar" resort. Manager Harry Batt is in the East for equipment for the new spot, to be ready for opening in May.

GALVESTON, Tex., Sept. 10.—Following a parade of 5,000 union affiliates, Galveston Beach season closed with flying colors on Monday, following a jamming for three days of all hotels and tourist resorts in the area. There were a noon barbecue, athletic contests and water events. Beach officials were notified this week that army engineers have ap-

(See RESULTS GOOD on page 39)

Waldameer Beach Outings Hold Up; Acts for Hofbrau

ERIE, Pa., Sept. 10.—Waldameer Beach Park closed on September 5 with the annual Erie County Central Labor Union outing, featuring two auto giveaways, fireworks and band concerts, reports Fred C. Coakley, promotional director. Picnics were on a level with last year, but money was not as plentiful and there was cancellation of several large outings.

On April 28 Rainbow Gardens was destroyed by fire with a loss of over $100,000 and on July 6 a $25,000 loss was incurred when Bluebeard's Castle burned, to be followed by a fatal accident on the Roller Coaster. Late in June new Rainbow Gardens opened with park-plan dancing, Frederick Bros.' Music Corp. supplying bands. Artie Shaw's

(See WALDAMEER BEACH on page 39)

Fem Aerialist Is Rescued

REVERE BEACH, Mass., Sept. 10.—Jean Clark, member of the Blonde Sensations, trapeze act, sustained a sprained ankle when she slipped from a 60-foot trapeze while performing at Revere Beach here on September 1. While falling her leg encircled a guide rope, halting her plunge. Lawrence Saunders, manager of the act, rescued her.

SAVANNAH, Ga.—Sonora Carver and her diving horse went into the fourth week as free act in Gold Star Ranch Park here after drawing largest crowd in the park's history on August 28, said R. T. Carlyle, proprietor. Park had its biggest month during August and week-day crowds are increasing, he said.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the seventh of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

American Recreational Equipment Association

By R. S. UZZELL

EXPOSITION GROUNDS, QUEBEC—It is unusually cold here following a big storm. All of the carnival boys are wearing overcoats or heavy sweaters. Imagine the aerial act at night about 125 feet in the air with this cold stiff breeze. Frank Conklin and Art Lewis have united a lot of their attractions for this engagement. This is the fifth consecutive year for Conklin. J. W. (Patty) Conklin is at Toronto again this year, as he was last year. Each of the three previous years he was here with his brother. Last year Frank Conklin did not leave with the show but went to a hospital here for a brief sojourn. Better luck for him this year!

Canada, like the States, is off this year, but not so much as we experience in the States. Our four rides were only a little more than $100 below last year for Labor Day. A big washout on Canadian Pacific Railway makes it necessary to detour its trains over the Canadian National tracks, and a washout on one of the streets of this city makes a single-track line for a considerable distance on street-car traffic to the fairgrounds from the city. Nevertheless we are all happy. Glad to have had the rain here on Sunday instead of on Labor Day. When the natives wear overcoats on Labor Day we are sure it is cold and that we from the States are not growing soft.

No Empty Buildings

The enormous mechanics pavilion here is completely filled with exhibits, every booth being taken. Not like the depressing days following 1929, when many vacant booths went thru the fair undecorated. This fair profited by social security labor and getting all cattle, horse and exhibit barns repaired and many new extensions. Animal industry is surely not lagging in this country. It is a dairy country in these parts, with as high grades in dairy cattle as in the States or Europe. In one respect they have gone farther. They have developed a Canadian breed of cattle and also one of horses. Canada is distinguished for Canadian pea soup and maple syrup. We eat the soup while here, but take the syrup home with us or the maple sugar loaf from which we make the syrup. Buckwheat cakes with pure butter and native maple syrup for breakfast on a cold morning accounts for some of the happiness of these people. It beats Boston baked beans for breakfast every way except for the blue books from Beacon Hill.

Currency Is Even

Frank Uzzell and his nephew, R. S. Jr., have been here rebuilding and setting up one more new ride. They seem to absorb enough French so that they can relieve the five cashiers without any interruption of the line-up on big days. U. S. money goes at par here, so either money is taken freely and change can be had in either money on request. One can travel here with U. S. money, but don't try to go beyond U. S. border cities with Canadian money unless one wants to pay exchange. All of us have learned to clean up on Canadian money before going home. Only a few years ago we had to pay 20 per cent exchange to convert Canadian earnings into U. S. money.

A long-distance call from Montreal announces the death of Mrs. Rex Billings' father. No details were given.

Long Island

By ALFRED FRIEDMAN

Sudden cool weather hastened closing of the larger part of the Long Island State Park Commission's system. Mineola Fair will intone a note of femininity among its features this year, spotlighting a huge girlie show for the first time in history. Plans for at least half of the amusement projects originally plotted in the region of the World's Fair have been dropped. Tho there is not much ballyhoo attendant to Park Commissioner Moses' early plan for the extensive Jamaica Bay improvement on the southern shore, it continues to go along steadily.

ROCKAWAY BEACH: Life guard staff of 200, largest in the world, disbanded for the season. Jack's Edgemere Tavern carded for year-round operation. Officials to use marine design for all buildings on the beach henceforth. Irv Faber, after a successful season on the Walk, returns to his amusement game distribution biz. Manager Meisel plans extensive improvements to Playland Park during the fall, with big work planned of the Roller Coaster. Cave-in of a strip of the Cross Bay boulevard bridge during peak of the Labor Day traffic rush worked much hardship.

LONG BEACH: Biggest portion of the amusement colony will be in Florida by November 1. Dan and brother Charlie Utan will be at their established stand at the Mineola Fair. Ambitious program of events schemed for Long Beach Stadium next summer when the World's Fair is expected to blow favorable trade winds locally. Surfside, ace Long Island nitery, getting the shutters up, with much of the personnel and entertainment crew going back to the Cotton Club in New York City.

Revere Beach, Mass.

By BEACHCOMBER

The curtain has lowered on another season here and we really can't kick. Weather was ideal the last week and real business was done. Crowds came by the thousands Sunday and the beach didn't clear until late. Labor Day was a repeater and the crowds really spent. Hurley's Hurdlers and Scoota Boats did big business.

A few stands will remain open over week-ends. Sunday in addition to free acts there were fireworks. "Chuck" Conners, who has the peppered steak stand, will play fairs. Howard Johnson's stand will close until next season. Barney's Chef's Restaurant, busy all season, will remain open a few more weeks. Custer Rides will be open over week-ends. Louis Whitehead and Jackie Smith will leave for Rutland, Vt., to join Mabel Kidder's Illusion Show on the World of Mirth Shows. George and Mrs. Vokal will join T. W. (Slim) Kelley at Brockton (Mass.) Fair.

George LaFollette, manager of Streets of All Nations, will take his unit into theaters. Takayama act will play fairs. Princess Mauguritta (world's smallest human mother) will vacation in New York. Some beano games will stay open all winter. W. J. O'Brien will keep his rides open over a few week-ends. Adah (Balkan Mystery Girl) will leave for Lewiston, Me., to play fairs.

Fairyland Drop About 15%

KANSAS CITY, Mo., Sept. 10.—After a spotty season Fairyland Park here closed on Labor Day, with 30,000 members of local unions attending. According to John B. Tumino, general manager since Omer J. Kenyon's resignation, 1938 business was about 15 per cent under last year. Park made a slow start due to heavy rains in May. June and July showed increases and August was best. Fairyland inaugurated a new plan last Saturday. By paying 50 cents, customers could ride everything in the park all day for an additional penny per ride. The plan met with great success, Tumino said. The ballroom ended strong, Harlan Leonard's colored band bolstering biz consistently. Tumino plans to operate the ballroom over week-ends until cold weather sets in. George and Hattie Howk, in charge of concessions, reported increases the last two weeks.

CANTON, O.—Harry Shirk, manager of concessions in Meyers Lake Park here, at end of the season will again go to several Indiana and Ohio fairs with concessions.

Coney Island, New York

By UNO

Mardi Gras Week is a scene of hilarity, revelry and nightly pageants. Colorful and illuminative floats portray the theme, *Coney Island, the World's Playground*. Frank E. Spikings, engaged by Coney Carnival Co., is credited with new ideas in float building. Among the most brilliant are "Modernistic," "Fan," "Sea Beast," "Spirit of the Carnival," "Rainbow" and "Coney Island Mermaids." Grand marshal is George F. Kister, former president of Coney Chamber of Commerce. Myriads of incandescents stretch for a mile along Surf avenue as a canopy for parades, confetti battles and noise makers. Monday night was Safety Night, with New York City Police Department participating and the Police Band at the head. Mayor La Guardia with his cabinet, Park Commissioner Moses, License Commissioner Moss, Police Commissioner Valentine, Brooklyn License Commissioner Bracken and other Greater New York officials reviewed the proceedings from Feltman's balcony. Tuesday was Firemen's Night. Wednesday, Woodmen of the World, United Boys' Brigade of America and St. Rosalia Cadets. Thursday, Iceberg A. C. and Shepherds of Bethlehem. Friday, American Legion Night. All to close with a baby parade Saturday afternoon.

Early morn on September 7 about 30 Feltman executive employees tendered their manager, Erwin Gottschalk, a dinner at the S. & H. Cafeteria, Stillwell avenue, a sort of get-together, an appreciative gesture from the personnel to their well-liked chief. For laughs each guest brought a comedy gift, presented between telegram readings. Erwin weighed 240 before eats and 270 after the two-hour feast.

Luna Circus Shuttered

Following Labor Day Luna Park shuttered the circus and Prince Nelson's high-wire act. A new vaudeville show in Willow Grove had Vera and Romez, Flo Reid, Doris Kane, Sandra (Billie) Mayo, Jim and June Gallagher and "Smiling" Gene Dover continuing as emsee. Anthony Scott's Ork, Newark, N. J., won the amateur band contest and loving cup in Luna on September 1. Contest was competed in by as many as 45 bands and ran five weeks. James J. Victor, ork leader, was chief judge.

Last Luna shorts: Charles Miller, manager, when asked by the Chamber of Commerce to preside as Mardi Gras king, said he would accept only on condition that Mrs. Richman, of the Chute-the-Pig game, was made queen. Phil King, of Dragon's Gorge, already a tattooed marvel, had another picture, this time a big heart, engraved on the chest. Betty Stern, cashier, will take care her wardrobe is in good condition when she starts promenading to prevent a repetition of a calamity that caused her no end of embarrassment the other day on Surf avenue. A new mental act for fairs may be principaled by Budd and Schoenkin, pass booth and cashier heads, respectively. Spicy Moments show, managed by Billy Klein, has six fair dates booked. Coal Mine owner Dibes presented watches, his annual custom, to seven employees for good work performed. To Virginia Palmer, one of the cashiers, he gave a new-born donkey. The George family has put in a bid for a 20-pound pig, one of the lot in the Chute-the-Pig game. All pigs go to the highest bidder, being sold when Luna folds. Vincie Ryan, Spanish interpreter, had her hands full with thousands of Boy Scouts from South America last week. Prince Nelson remains on the site in his trailer to await a call for a South American engagement of 16 weeks.

Make Ready for Visitors

Jack Stern is showing *Coney Island in 1902* in the old-time movie theater in Feltman's Grove as the last of the season's bill.

Doc Foster, lecturer at Sam Wagner's World Circus Side Show, is plugging—energetically, too—in behalf of the National Showmen's Association. Many new members have been made thru Doc's efforts. Wagner and his freaks will call it a season on September 18 and move to Mineola (L. I.) Fair. Cliff Snow, normal brother and manager of Elvira and Clayton Snow, known as Zippo and Flippo, pinheads, has had numerous offers from fairs. Zippo and Flippo have been on exhibition in Wagner's eight summers. Hartwell, Ga., is their birthplace. Elvira was born in 1900 and Clayton in 1907.

So long until 1939, when we hope you all will be again on the job to gather in the shekels that millions of World's Fair visitors will leave behind on many a first visit to the great playground. And here's hoping also that Coney's Chamber of Commerce will start in right after Mardi Gras week to make Coney a more fascinating, palatable amusement resort that will leave fond recollections and a good taste in the mouths of millions of World's Fair visitors.

Chi Riverview

By HAROLD HUMPHREY

Park reaches the 1938 finish line next Sunday, topping off one of the best seasons in many moons for the management, and this despite a 32-day weeping from the heavens which drew a blank for the treasury the first few weeks. General run of concessioners, however, claims biz was not up to last year for them, even tho attendance was greater. Combination of causes was probably responsible for this concessioners' dip, chief of which was generally less mazuma in circulation, lack of initiative on the part of the boys to change their flashes from year to year and reluctance of park management to co-operate with a widespread refurbishing of the whole layout.

Perfect weather prevailed thruout Labor Day week-end, with Sunday bringing the most cash biz. Monday saw a larger crowd due to a GOP rally, but it was a bargain-chasing bunch which spread cash very thinly. Previous Wednesday was an all-time attendance breaker for that day of the week. As is typical here, the many rides had most of the play on these days.

Two weeks' operation following Labor Day is a sort of clean-up period, and with schools in session things hit a lull with possible exception of week-ends, which naturally draw if weather fits.

Glen, Near Buffalo, Finds Spending Off

WILLIAMSVILLE, N. Y., Sept. 10.—Altho Glen Park remains open after Labor Day, Harry Altman, owner and manager, said the extended season cannot possibly make up for the year's poor receipts, as spending has been 45 per cent less than in 1937, which was highly successful. Less than 10 miles from downtown Buffalo, the park has a unique set-up of Bavarian atmosphere. A ring in the promenade of the concession section is used for free exhibition wrestling Tuesday, Wednesday, Saturday and Sunday nights.

A large free parking lot is under supervision of Capt. Art Radka, of the park police. Under him for park patrolling are Ernest Wall, Harry Dunlap and Frank Fenton.

Casino, owned by Manager Altman, is managed by James Wallingford, and the Barn, beer garden, is managed by Mrs. Altman. Other Altman concessions are Funhouse, bingo, refreshments, candy and pop corn, Earl Reeder, manager; Casino refreshment lounge, Natalie Altman, manager; Eddie Kruger, Leon Beeman, attendants; Casino checkroom, Anna Sturges; candy maker and refreshment fountain, Charles Sauter, manager; Casino box office, Velma Kramer. Ken Noble handles park publicity and advertising, books entertainment and assists at the Casino refreshment stand.

Concessioners include James L. McGrane, owner Arcade and photomat, Maj. Joe Clark, manager; Mrs. Florence Bernard, owner and manager shooting gallery, baseball and cane game, shoot-the-bee; Mrs. James Wallingford, owner and manager, midway main refreshment stand; Phil Morrott, owner Ferris Wheel, Kiddie Airplane, Merry-Go-Round and Kiddie Auto Ride. Earl Reeder is park superintendent.

Casino Boardwalk Closes

FORT WORTH, Tex., Sept. 10.—Boardwalk in Casino Park, Lake Worth, closed the summer season on Labor Day, but the park will be open on week-ends until cool weather.

Texas Jack Hill, riding a Hereford bull to New York for the World's Fair there, exhibited the animal on the Boardwalk here on Labor Day week-end. Singing Sonny Stapp and Fiddlin Newt Moore were with Hill.

P. B. (Whitey) Morris, in charge of concessions on the Boardwalk, is recovering from a serious illness in St. Joseph's Hospital here, where he has been for the past three weeks. He had a transfusion, blood for which was volunteered by co-workers. Morris formerly was with several circuses before he came to the park.

ON the program of Thermopolis (Wyo.) Water Carnival in Washakie Auditorium and Plunge on August 28-30 were *Golden State Revue* with chorus of 10, Fred and Margie Zobedie, DePhil and DePhil, Three Dalys and Al DeClerq. Chick Willis was emsee.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Food Concession

How many inclosed natatoriums operate without any food or bar facilities? Or haven't you noticed? Ten out of 10 open-air aquadromes maintain food and drink concessions, which is a good percentage in any league. Some even go so far as to support completely equipped restaurants, serving table d'hote dinners. But very few indoor tanks offer such a service and I wonder why. Of course, conditions are different out of doors than those which exist in inclosed areas. But that still doesn't explain why a person feels more like having a hot dog or an orange-juice drink after an outdoor swim than one executed in an inclosed tank. It doesn't explain it because it most certainly isn't so. A person wants a snack after an invigorating swim, whether it is done indoors or out. In my opinion there is as much demand for a food concession at an indoor plunge as there is at an outdoor one. And take it from one who stood around the lunch bar at the Miramar pool last Labor Day for one-half hour waiting to be served—there is certainly a demand for food at outdoor tanks.

Another probable reason for the lack of food concessions at indoor tanks is that a great many inclosed pools are housed by apartment as well as transient hotels. All of these hotels have bars and restaurants in other sections of the buildings, so the managements probably feel that they suffice. I think a great many indoor swimmers feel just like having something to eat or to drink right when they come out of the water—in their bathing suits. Hence a restaurant or bar across a lobby from a pool doesn't do pool patrons much good.

There may be some other reasons, all very good, for this utter disregard for food facilities on the part of indoor pool operators. If there are, I should like to hear of them. Indoor pool owners who have had experience along this line, as well as concessioners of food and drinks, are invited to write concerning this subject.

Atlantic City Notes

Hygeia and Ambassador pools in the world's playground reported very good biz last week as a result of the annual beauty pageant.

Rudy Vallee, who filled an engagement in A. C. over Labor Day week-end, was kept busy on the beach signing autographs on—of all places—the bathing-suit straps of swimmers. Paul Whiteman, who was also at the resort for a holiday engagement, being featured at Hamid's Million-Dollar Pier, is reported to have done his swimming at the President indoor pool.

Know that many of those popular salt-water taffy concerns along the Boardwalk sell their candy all over the country in department and drug stores? Think that outdoor pools thruout the country, as well as indoor, would also be logical distribution points.

Just discovered that Sam La Forte, who was manager of Riverside Cascades tank, New York City, this summer, used to be a skyscraper riveter and claims the distinction of having put the last rivet in the Empire State Building tower.

Archie MacMillan enticed some nice newspaper space in New York last week on his final swim contest of the season. Archie was a New York sport scribe before turning p. a.

Palisades, N. J.

By CLEM WHITE

Even with the rather unfortunate start, the season didn't turn out so badly, from all reports. At least all the indie concessioners say they'll be all on tiptoe for next year with further improvements in design. Farewell party at Anna Steinberger's midway emporium was a distinct success, more than 300 attending. And larger share of credit, aside from Anna's capable staff, should go to Al McKee and Ray Curtis for handling of all details.

Jack and Irving Rosenthal intend going thru with a winter expansion program calling for five more acres of amusements and are retaining a construction crew of 40 until next year's early opening, scheduled for late April due to a visit of the entire Atlantic fleet, to be anchored in the adjacent Hudson River, plus an expected early influx of New York World's Fair visitors. Jimmy Lunceford's Ork proved a sockeroo attraction, and in a different field of music the Jersey State military band champions, North Hudson Girls' Band, scored a success. Mike Riley and his orchestra were closing free attraction. Tony Ganim might be called the most popular fellow in the park right now after having presented all the girls with gift kimonos as a farewell-till-next-year remembrance.

Grant Thompson and his orchestra, popular all season at the Casino, are about set for a fall and winter engagement at one of New York's more popular niteries. All hands offer a vote of thanks to Sergeant Fred Stengel, of Fort Lee, for intelligent settling of those inevitable minor disputes thruout the season.

Concessions Are Numerous at Long Beach Area of Fun

(Continued from last week)

Silver Spray Pier concessions: Mile-hi cones, Joe and Dorothy Conway, Helen Mayo, Maxine Guy. Graphology, John W. Burke, Mary Dole. Dog race, P. S. Wiemans, owner; Karry Hurley, Ed Durdall, Hughie Mercer. Seaside studio, Joe Oster, owner; Pearl Andrews, Geraldine Tolan. Novelties, M. Levine, G. H. Wilkin. Guess-your-weight, R. E. Wolfe. Long-range lead gallery, Josephine Clark, Olive Kuhn, Leona Schoolmaker. Skee-Ball, Al Snyder, Hartman Temple, Frank Watterman. Guess-your-age, Andrew Brown. Guess-your-weight, Dick Smith, Prince George Bregi. Poppybergers, Fred Ingalls, B. N. Horvich. Long-range lead, Vera Hawkins, Mrs. M. McGilvery. Short-range lead gallery, Smith & Ellenwood. Long-range gallery, Lillian Snell, Margaret Rambo. Bottle game, Alice Story, Fern Matthews. Psychic, Mme. R. Ray. Cat game, Joe Snell, Fay Sabo. Sno kones, M. Leverson, Edith Quisinberry. Long-range lead gallery, Rosemary Hasslan, Grace Ellsworth. Ball game, Tillie Snell, Marie Winslow. Novelties, three stands, Mr. and Mrs. Frank and Frankie Rozelle. Balloon dart, L. F. Stone, Minnie Strickland. Long-range lead gallery, Mike Casey. Bottle game, W. D. McNutt, Mrs. E. Allers, George Mosely, George Black. Pony track, Mr. and Mrs. G. B. Griffith, Ed Herndon, Bert Olds, Tom Neesley. Archery, Ray Bracewell, C. A. Cable, Merta Scothorn. Penny pitch, W. H. and Gloria Eben. Candy floss, W. C. Nester, Sara Moran. The flights, Ernest Hope, Dorothy Prather, Bell Carson. Basket ball, Harold Cohen, F. J. Henigan, Harvey Sawyer. Sling shot, Sonny Powers, Opal Burton. Baseball practice, Joe Gorman, Thomas Heatherly, Mike Frankenstein. Tip-'em over, N. M. O'Neill, owner; George Moser, Ernestine Montgomery, Elinor Eliot.

Virginia Park, J. Ed Brown, manager. Concessions: Pop corn, Mrs. P. Ludwig, Mrs. Gilberson. Astrologist, Mme. La Verne. Hi-striker, Glen C. Mills. Ball game, John Comoletti, John Craviotini. Engraving, Pinkey Lew. Spun glass, Mabel Manley. Penny arcade, Terry O'Neill, George Bosworth, Mrs. Fred Stephenson. Hand-writing analyst, Mrs. E. Kent. Photo-strips, Homer and Elma Bridwell. Cigaret store, Agnes Lausten, Maude Campbell. Ball game, George Steen, Mart Oesterloh. Tango, Jack Oster. String game, Jack Gorman, Ellen Barnwell.

Virginia Park Rides

Rides: Octopus, M. Mihalavitch, Terry Glazer, Bettie Breeman. Speedway, Emmett and Della Sorenson, Tommie Knapp. Flying Skooter, Everett Harvey, M. E. Hemphill, Roland Joslin.

Rides on Silver Spray Pier, Ferris Wheel, Frank J. Downie, owner; Sammy Singletary, Alfred Musumeier, Jane Carroll. Stratoship, Nate Miller, owner; Laurence Giddens, Mary Redman. The Whip, F. D. McNutt, owner; B. Palmer, Louis Steuart, Minnie Halverson. Loop-o-Plane, Earl Allers, foreman; Harry Midgely, Esther Earl. Tumblebug, Long Beach Amusement Co., owner; Richard Eybers, foreman; Harry Phillips, W. C. Adams; Fay Wallace, cashier. Kiddie park rides, Walter Adams, owner; Lyman Bates, Bill Whaley; Anna Williams, cashier. Apache Trail, Frank Henion, owner; Vincent Dredder, Gordon Hudson; Mrs. Frank Henion, tickets. Merry Mix-Up, Custer Hanks, manager; Frances D. Hanks, cashier; H. B. Watters, John Covalesky. Octopus, H. Hrubrecht, owner; Homer Jones, M. E. Coneaux; Ora Burroughs, tickets. Toboggan Wheel, J. C. Smith, D. A. Cameron.

Shows, Copenhagen Flea Circus, Mrs. Cal Leips, owner; Fannie West, M. N. Celli, Freddie Martin, John Singletary. Narcotic Show, John R. Ward, owner; Carl Martin, manager; inside, Bubbles Runyan, Carolyn Callaghan, Myrtle Galesworth; Ellyn Gardner, tickets. Puzzle Town, Ray Freeman, manager; Harley Brooks, Robert Barrett, Kent Holmesworth; Audrey Carlton, tickets. Big Apple, Jack Archer, owner; Juanita Zimla, Ed Baldwin, Marie Perry; Bertha Windsor, tickets. Zliwaba, Sam Leggio, Ned Hutchinson, Gard Tinney. Octopus, Jack Archer, owner; Jake Adams, tickets.

Cyclone Racer Pier, Long Beach Roller Coaster Corp., owner; Frank Parks Harris manager; Louis Manly Punch and Judy for bally; Charles Huck, engineer; Norman Wolf, James Cantillon, Henry Smallwood, Mrs. Charles Huck; Mrs. Opal Manley, tickets. Fun-in-the-Dark Show, Charles McLaughlin, manager; Alabam, Benny Brady; Trudy Weisrath, tickets. Concessions, pop corn, Mrs. E. M. Redman. Guess-your-weight, Harry Marks. Candy floss, L. E. Manley. Soft drinks, Harry Wallace, Dave Givens. Ice cream, Merle Turner, Edna and Faye Molesworth.

Loof's Hippodrome, set apart from midways; Ferris Wheel, C. E. Martin, manager; George Reed, Dave Carpenter, Charles Weir, Lee Shafer, Harry Gormsley. Candy and cigarets, Martha Foster, Gayle Thompson. Lucky charms, M. Gold. Cream puffs, Mr. and Mrs. Harry Timmons.

WALDAMEER BEACH——

(Continued from page 37)

Orchestra played one-night stands twice and to combat the recession the Bavarian Hofbrau Ensemble was enlarged and stronger feature acts were booked.

On the staff are F. W. A. Moeller, general manager; Walter Hansen, assistant manager; Mrs. Z. Johnson, bookkeeper; Harvey Petis, ride and ground superintendent, and Thomas Cooper, concession manager.

After a short rest Mr. Coakley will join the staff of Barker Bros.' Circus, playing Southern fairs as a grand-stand attraction. He will later open a series of indoor promotions in Pennsylvania and will again have a Christmas parade feature on tour.

RESULTS GOOD——

(Continued from page 37)

proved the county's application for a long-time lease on over 800 acres on the military reservation on East Beach. With final Washington approval the beach association plans for its development into a marine park modeled after Jones Beach, Long Island, N. Y.

HOUSTON, Tex., Sept. 10.—A Labor Day program on Sunday and Monday concluded a very successful season at Sylvan Beach, H. W. Dahse, operator, expressing satisfaction with results and plans for a bigger season in 1939. He gives credit to regular booking of name bands and good water at the beach. New attendance records were set on a number of occasions when such orks as Phil Harris; Nick Stuart, making three appearances; Herbie Kay and Isham Jones were booked. Beach maintained free parking and picnic facilities and outdoor band concerts.

BIZ BETTER——

(Continued from page 37)

paying customers was nothing to rave about. Park men especially are confident this week that even had there been much better weather thru early and midsummer, business would not have approached that of last year by any means. The public hereabouts is obviously tight with its spending money this year. Most lay it to the general economic recession, others to the fact that New Yorkers are already saving their entertainment money for World's Fair spending next summer and still others blame it on a lack of ingenuity in amusement presentation, pointing out that Palisades Park and the few others that spent money and energy on up-to-date devices and publicity came closest to last year's grosses and suffered least by poor weather when it looked as tho the skies would never clear.

Remainder of the outdoor season in this vicinity cannot mean much from a business standpoint, New Yorkers unfortunately holding firm to the tradition that Labor Day terminates their summer amusement season. Most parks are closing this week-end, with Coney Island establishments remaining open a week longer to cash in on Mardi Gras Week, which hypos business to a certain degree. On the whole, park business has picked up tremendously during past three and a half weeks, due almost solely to excellent weather. Season was almost a washout until August 15.

POOLS AND BEACHES—

(Continued from page 37)

parachute jumps and free dancing. Manager Latches of Black Rock staged the annual Antelope Island Swim and featured Dick Iba's Orchestra.

Saratoga Springs, Como Springs, Beck's Hot Springs, Wasatch Plunge, all report good business. Beck's was remodeled. Saratoga and Como Springs featured dancing. Pinecrest and Old Mill resorts also did big business, with dancing several nights weekly.

INFLUX BRINGS——

(Continued from page 37)

was about as much business as at 9 o'clock Sunday night. Boardwalk concessions made up for early-season losses when they had been closed. Steel Pier had 13 vaudeville shows in Music Hall on Sunday. There were 16 acts, one of the largest bills ever booked here, with Hugh Herbert as star, and acts were staggered so as to give them breathing spells between shows and allow houses to empty. Lines outside vaudeville and picture houses of the pier were largest in many years. Outdoor arena of the pier staggered its circus acts so as to get in extra shows. Bands in two ballrooms played until 4 a.m.

Auditorium Ice Follies, in its second season here, had a sellout for the final show Sunday night. Its stars received flowers from civic clubs, Thomas Husselton, secretary of the Chamber of Commerce, making presentations. The company by Monday morning was on its way to Hollywood, where it is to be the finale of an ice picture. Burlesque at the Globe Theater after a spotty season did a midnight show on Sunday and called it quits.

Because of the beauty pageant most night spots held over an extra week. Tom Endicott's Dude Ranch is on its last week.

DETROIT.—Crystal Swimming Pools, operated by Henning Rylander and Theo Folster, report a successful season, with patronage at least equal to that of last year. Rylander said plans are being made for improvements to cost about $7,000.

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4-CLUB SHOW HAS BIG SALE

Jones Tops '37 Ind. Opening; Midway Enlarged, Beautified

INDIANAPOLIS, Sept. 10.—Johnny J. Jones Exposition, which played to satisfactory business at the preview showing at the Indiana State Fair September 2 and then on September 3 topped 1937's opening-day gross, presented one of the most beautiful and modernistic midways in the show's long career at the event which closed here yesterday. New fronts, canvas, rides, lighting effects and ideas in interior decorations put in their appearance.

New canvas, stage settings and lighting effects for the Chez La Femme, Temple des Rumba and the Darktown Follies were presented for the first time, and new canvas has been added to Mrs. Bertha McDaniels' Arcade. Bob McAdoo and staff turned the midway into a glamorous sunburst of splendor. Chez La Femme show's new front, designed by Joe McKennon, is a mass of chromium and lighting effects.

Front of Charles Noller's Illusion Show strikes the unusual in design and color scheme. Lee Cuddy's new Rollo-Plane opened to big business and corralled its share of the midway gross.

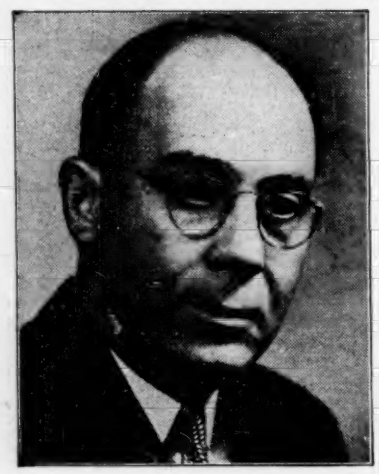
Early State fair visitors included Gene Whitmore, Harry A. Atwell, Chicago; Mr. and Mrs. Forest and children; Mr. and Mrs. E. E. Irwin, Illinois State Fair; Maurice W. Jencks, manager Kansas Free Fair, and party, Topeka; Larry S. Hogan, general representative Rubin & Cherry Exposition; Joe Scholibo, general press representative Hennies Bros.' Shows; Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Claude R. Ellis, *The Billboard*, Cincinnati; Mr. and Mrs. Nat S. Green, *The Billboard*, Chicago; P. T. Strieder, general manager Florida Fair, Tampa, and Alabama State Fair, Birmingham; Mike T. Clark, Indianapolis; L. Clifton Kelley, general agent Goodman Wonder Show; Peazy Hoffman, Rubin & Cherry Exposition.

Goodman on Talent Hunt

ST. LOUIS, Sept. 10.—Max Goodman's sudden appearance here this week was the cause of much speculation among outdoor show people. He is on an extensive buying expedition and in search of new talent for some of his shows. Accompanying Max were Mrs. Goodman and Mr. and Mrs. Grant (Slim) Chandler. During a visit to *The Billboard* office Max revealed his plans for enlarging the Goodman Wonder Show for 1939. He also intimated that he would enlarge his executive staff.

Fire Misses Buckeye Shows

BELZONI, Miss., Sept. 10.—A fire in a hay and oil-filled grocery warehouse, 10 feet from one of the big tents on the Buckeye State Shows, caused some anxious moments here last week. Quick action on the part of Ray Kriswell, Tilt-a-Whirl foreman, saved the show from possible serious damage. Damage to the warehouse was estimated at $5,000. Buckeye State Shows sustained no loss, but one attraction lost a night's play.



ELWOOD A. HUGHES

J. W. CONKLIN

GEORGE A. HAMID

HARRY G. SEBER

BOB MORTON

ACTIVE FOR MONSTER BENEFIT SHOW for four showmen's organizations in the Dance Pavilion at the Canadian National Exhibition, Toronto, on night of September 8 were these well-known figures. Mr. Hughes, general manager of the CNE, was emsee. Mr. Conklin, director of Frolexland at the exhibition and past president of the Showmen's League of America, headed the executive committee and represented the SLA. Mr. Hamid, president of the National Showmen's Association; Mr. Seber, head of Pacific Coast Showmen's Association, and Mr. Morton, representing Heart of America Showmen's Club, were other members of the executive committee.

First—and Last

SYRACUSE, N. Y., Sept. 10.—Rubin Gruberg has been skippering carnivals round these United States since you and you were about that high, but never until Labor Day did he brave the pseudo perils of a Funhouse. While ushering a party of friends and New York State Fair officials thru the Rubin & Cherry Exposition midway he encountered Experience in the form of the "Dipsy Doodle." After George A. Hamid, Dick Kratz and others had gone within the mystic gates Mr. Gruberg accepted a dare from Mrs. Paul Smith, wife of the fair's director, that he go along, too. A moment later on emerging he mopped perspiration from his brow, knocked a dent out of his Panama and declared, "that was the first time—and it'll be the last!"

Rain and Cold Fail To Beat Lewis Show On Canada Tour

QUEBEC CITY, Que., Sept. 10.—Altho handicapped by inclement weather, torrential rains and cold, Art Lewis Shows have managed to hold up the grosses at each exhibition on the present Canadian tour, which ends with the conclusion of the Quebec Provincial Exhibition here today, reports F. Percy Morency. Labor Day, with a temperature so low that overcoats were in evidence everywhere, saw an estimated 50,000 on the grounds, with all shows, rides and concessions getting good play.

Immediately after this engagement the organization will make the long trek back to the United States. E. B. Braden, assistant manager, who took over charge of the concession midway, has had his department clicking 100 per cent thruout the tour. Newt Kelley's Congress of Fat Folks has been clicking as has Bob Holmes' Midget Show. Jimmy Sullivan, of Wallace Bros.' Shows, accompanied by his general representative, Elmer Brown, visited the show at Sherbrooke.

Endy Gets Raleigh Date

RALEIGH, N. C., Sept. 10.—Endy Bros.' Shows have been signed for a week's stand here late this month under American Legion auspices. Contract was made between Matthew J. Riley, show agent, and members of the post executive committee, L. F. Brown, commander; Blair Stevick, Paul Fenner, R. L. McMillan, Burrell Correll, Harlow Mims and Josephus Daniels Jr.

Benefit at CNE Enthuses Crowd

More than 2,000 tickets sold for funds of combined showmen's societies

TORONTO, Sept. 10.—The big top covering the dance pavilion at the Canadian National Exhibition at midnight on Thursday was scene of a gala benefit performance presented for the welfare funds of the Showmen's League of America, National Showmen's Association, Pacific Coast Showmen's Association and Heart of America Showmen's Club. As the hands of the clock neared 12 Tommy Dorsey, who moved in on Thursday for a three-day stand, introduced Elwood A. Hughes, general manager of the CNE, who announced that immediately following the night's dance period there would be a benefit show put on by the combined showmen's organizations of America.

Tickets were sold thruout the crowd by midgets from Frolexland, with Mr. Hughes offering from the stage the first 15 tickets autographed by Tommy Dorsey at $1 each. From the ticket stand

(See 4-CLUB SHOW on page 59)

Hale Leaves B-G Shows; Newspaper Man Is Drafted

LINCOLN, Neb., Sept. 10.—Walter Hale, press agent with Beckmann & Gerety Shows since the death of Kent Hosmer more than a year ago, left the show here on September 4 as it was making its bow at Nebraska State Fair. He had made another connection in California, he said.

Fred Beckmann and Barney Gerety immediately hired the State fair's press agent, Barney Oldfield, for the Lincoln week. They indicated they would sign on Doc Kellogg for the remaining eight weeks of the season. Kellogg has been with the Associated Press here for some time.

Shows' management, fresh from a big increase in business at Iowa State Fair, Des Moines, said it figured to about even the 1937 count here, which represented a slight profit.

West Shows Help Extricate 3 Children Trapped in Cave

HAMBURG, Ia., Sept. 10.—When the W. E. West Shows played here recently, its personnel under direction of Babe Emswiler, legal adjuster, played a prominent part in extricating three local children from a cave in which they had been playing and which collapsed, trapping them. After four hours of frantic work, however, all three children were brought out dead.

Local officials commended the West Shows for the willing and capable aid offered them by the organization.

New Museum Opens in Seattle

SEATTLE, Sept. 10.—Mammoth Exposition Train, with special railway cars, constituting a traveling museum, opened an indefinite stay here Labor Day to good business. Features include Sontata, headless girl; Serpentina, strange mermaid; 101 oddities and human curios, and Custandi Selim Jarjoura, billed as a sheep herder from the Holyland.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the seventh of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 10.—Just four weeks from this writing fall and winter meetings will get under way. President McCaffery and his co-officers are busy planning league's winter work. Membership committee is going along in good style. Applications were received this week from Wilbert Mills, Joe Galler, Leo B. Sennett, George Nelson, Raymond E. Craver, Frank R. Winkley, Thomas E. Adams, William L. Collins, John Nelson, Dwight J. Bazinet, F. F. Dugan, Ralph Anderson, Edward Karns, George Vogstad, David Graham, Paul Payne, John Hawthorne and Walter Weiss. They were credited to Walter B. Fox, Harold Paddock and Ned Torti. Ned is rapidly nearing the coveted 100 mark. Paddock is under cover, but some surprising news may be expected.

Interest in the Showmen's Home campaign continues and Chairman Carl J. Sedlmayr was well pleased with the August response. Remittances this week were from C. D. Odom, Charles T. Goss, Charles A. Lenz, Zeke Shumway, Harvey Miller, George Nelson, David Abe Kann, Harry P. Martin, Mr. and Mrs. Clint Nogle, W. F. Kemp, Oscar Halverson, Bennie Beckwith, John Lavin, Dave and Nancy Miller, Charles McDougal, George Vogstad and John W. Galligan. A number of benefit shows have been planned, the receipts from which will aid greatly in bringing this fund to the point where actual work can be started on the home. President McCaffery is eagerly looking forward to the date when this message can be sent to all showmen.

Welcome letters were received from John W. Galligan, Sam Feinberg, Joe Galler, Tom Vollmer, J. C. Crouch, Flash Williams, Walter B. Fox, Goodman Wonder Show and Harry Gibbons.

Your 1939 dues are payable now. Those already responding are Bob H. Miller, Billy Adams, Walter B. Fox, David Goldfen, T. B. Vollmer, George Goffas, John W. Galligan, Jack Dondlinger, Harvey Miller, David Abe Kann, Harry Levine, John Lavin, Harry P. Martin, John McNiff, Edward J. Madigan, Jack Perry, Charles T. Goss, Harry P. Fisher, Art Lewis, Max Cramar, and R. E. Marietta.

David Goldfen, in town for a few days, visited. Joe Archer is back in town after a long absence. Nate Miller blew in from the Coast and left for Toronto. Visitors included Paul Flannigan, Billy Adams, Charles H. Hall, J. C. McCaffery, Julius Wagner, Irving Malitz, Joe Murphy, Larry O'Keefe, Whitey Lehrter, Harry Price, Joe Archer, Lew Keller, Bill Carsky, John Lempart, Sunny Bernet, Jack Pritchard, William Young, Bob Miller, M. J. Doolan and Morris Hanauer.

Sick list remains the same, with Colonel Owens and Tom Rankine confined in their homes. T. Brent is in the American Hospital and Bob Miller is improved enough to be out for a while. Two important things to remember: Dues are due and payable September 1; 1938 payments on your Showmen's Home Pledge are due.

Ladies' Auxiliary

Successful September 1 social was in charge of hostess Mrs. Nathan Hirsch, who had lovely prizes for the occasion. The writer was awarded a cut-glass lemonade set. Martha Keeler, a guest, won first prize, a beautiful silk pillow. Cora Yeldham was awarded a food mixer and Bessie Simon a waffle set.

Secretary Frances Keller was hostess at September 8 social. Mrs. McCrea won first prize, a lovely brown raincoat. Blanche Latto was awarded a silk table scarf; Edith Streibich, silk pajamas, and Phoebe Carsky, hand-made pillow slips. A number of members were out of town over Labor Day. President Leah M. Brumleve went to Louisville, Mrs. Maude Geiler to Detroit and Mrs. Nathan Hirsch to Canada. Sister Ida Chase made a hurried trip by plane to Denver to attend the funeral of her mother, Mrs. Iver Peterson, who died September 3. She will return in 10 days.

Phoebe Carsky will be hostess at September 15 social. ELSIE MILLER.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
Previously Acknowledged.....$15,485.00
Received This Week 150.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.
WRITE FOR PLEDGE CARD.

A Home for Aged and Infirm Showmen

Showmen's Home Trustees
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Harry W. Hennies	Elmer C. Velare

Worthy of Your Co-Operation

Philadelphia

PHILADELPHIA, Sept. 10. — Eighth Street Museum opened this week with the following attractions. In main hall, Simms, novelty juggler; William Kessler, magic and ventriloquist; Hot Chou, torture act; Garrison's Glass Blowers, Living Art Models, Mysteria and Spidora illusions. Dancing girls in the annex. Hank Sylow again is manager, with Jack Garrison and Pat Harrison on front.

Al Fisher, formerly with Carl Lauther Attractions and this season manager of the dance hall at Willow Grove Park here, will assume management of a local dance hall soon.

Business with local units has improved the past few weeks with good weather conditions. Sam Tassell has five operating. Johnny Keeler is also busy with units. Mike Zeigler is operating in New Jersey.

Goodman Biz Satisfactory Despite 3-Week Heat Wave

DU QUOIN, Ill., Sept. 10.—Altho a heat wave has been dogging it for the last three weeks, Goodman Wonder Show, which closed a week stand at the Du Quoin State Fair today, has been playing to satisfactory business. Stand at Decatur last week proved fair despite prevalent hot weather and the community here turned out well despite similar conditions on Labor Day.

Early fair visitors here included Harry A. Atwell, photographer. Robert Hunt and wife, and Mrs. Eddie Latham, wife of the staff electrician, joined here and will stay for remainder of the season. Mrs. Roland Richards, wife of the press agent, accompanied by her daughter, Maryland, visited relatives in Chicago.

Adams Co. Fair to Buckeye

NATCHEZ, Miss., Sept. 10.—General Agent J. A. Genstch this week completed final arrangements with American Legion Post Commander J. T. Powell for the Buckeye State Shows to furnish the midway attractions at Adams County Fair here. Date will conclude organization's fall fair tour. Show will winter here.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Omsk, Siberia,
Week ended September 3, 1938.

Dear Mixer:

The three-section train of 90 loaded triple-length railroad cars met a warm welcome as it approached the city of Omsk. Soviet soldiers lined the right-of-way for miles, standing at attention while their officers saluted the five Ballyhoo brothers, who had donned the bright-red uniforms of our bandsmen and returned the salutes from the vestibules of their five private cars.

Fifty different military musical organizations that had been hastily thrown together, making one big 2,000-piece band, stood at the depot and played to honor and welcome the great showmen on their arrival. When the trains stopped thousands of soldiers fired their rifles in a grand salute. This last act of welcome and friendliness was mistaken by the entire company, who thought it was a clem and quickly laid flat on the floors of the coaches as they did when the show pulled out of Six Shooter Junction, Tex. (Clem is Rube's little brother.)

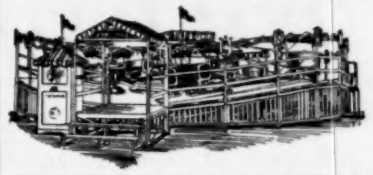
To get every little detail regarding the trip the writer has been pounding the typewriter in his upper berth as the train moved and stopped to be sure to get this story correct. At no time will anything that is not authentic be sent in for publication. Before the train really came to a standstill the city gubernatore (city mayor) mounted the steps of Pete Ballyhoo's car and presented him with the key to the city. It was then that we found out that a grave mistake had been made. We weren't in Omsk, and they thought we were a bunch of English refugees from China. Hell! The show train had been traveling in the wrong direction, and we were on the wrong road. We never did find out what town we were in as none of the bosses could read the Russian name on the depot. But we will call the burg Omsk rather than change the route we cabled to *The Billboard*.

Now that the show is playing Nowhere we don't care whether we know where we are or not. As a matter of fact, one town in these parts is as good as another. Had the show been in the States the office could soon have had our three booking agents, Western Union, Postal and Bell, locating a spot for a quick switch of route. Now what is worrying the entire personnel is "Does the office know where it is going from here?"

Unloading the show attracted thousands of sightseers who later came out to the lot. The moving and rumbling of our 300 wagons was also a big ad. The show enjoyed one of the best weeks of the season, and it would have been the biggest financial success in the last six years had the money been any good. Soviet laws forbid anyone to take any of its money out of the country. This was soon settled by paying everyone three weeks' pay in advance and giving each of the employees their hold-back and bonus. The rubles caused a few rumbles, but those that didn't like the payoff were told to quit and swim back. Saturday night found Ballyhoosky Bros.' Shows being loaded out to head north.

MAJOR PRIVILEGE.

IF YOU CAN STAND PROSPERITY



Invest in the Time-Tested

TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO — FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland, others.
KIDDIE AUTO RIDES—Over 180 sold—showmen everywhere say "The Biggest profit from the Smallest investment." New modernistic design more attractive than ever.
STREAMLINED PORTABLE CARROUSELS, All Sizes. Complete Information on Request.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street, Chicago, Ill.

BOOMERANG

Providing Thrills on Many Midways
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Capacity Gross Repeats

Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.

Send for Illustrated Circular

TENTS TO RENT

One quarter of a million square feet New Tents available for Fairs, Centennials and Celebrations on and after September 10.

New and Used Tents
For Concessions and Shows.
Good Condition.
Priced Right for Quick Sale.

CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

FEATHERWEIGHT BINGO SHEETS

Size 5½ x8. Very large numbers. Packed 3,000 to the Carton, Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000..$1.25
Numbered Pads of 25 Each, per 1,000 Sheets 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD. Chicago, Ill.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW.
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

Fairfax, Ohio

Playground and Baseball Club Annual Fall Festival

SEPTEMBER 14 TO 17

Can place Shows and Concessions of all kinds. Rides booked. Time short, come on.
F. B. CARLETON, Chairman
Phone Number Bramble 2240.

WANTED

SHOWS, RIDES AND CONCESSIONS
For Lone Oak, Arlington and Bowie Fairs. Others to follow.
GENERAL AMUSEMENT ENTERPRISES
Waxahachie, Tex., this week; Lone Oak next week.

YOU NEED A BIG ELI

Writes N. S. Dispensa: "I've found out how much people miss the Wheel. We took one of our units to a 4th of July spot without a Wheel, and people began complaining that we didn't have one. Another of our outfits closed on the night of the Fourth, and we brought a No. 5 Wheel over. The people kept it busy. BIG ELI is one ride you can't do without."

ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

PENNY PITCH GAMES
Size 46x46", Price $20.00.
Size 48x48", With 1 Jack Pot, $30.00.
Size 48x48", with 5 Jack Pots, $40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price $12.00

BINGO GAMES
75-Player Complete $5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES
Single Sheets, 8½x14, Typewritten, Per M.. $5.00
Analysis, 3-p., with Blue Cover. Each..... .03
Analysis, 8-p., with White Cover. Each.... .15
Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers, Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample..$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK of 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
MENTAL TELEPATHY, Booklet, 21 Pages. Each, 25c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

BUDDHA PAPERS—SUPPLIES
1938-'39 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.
NELSON ENTERPRISES
198 S. Third St., Columbus, O.

NUKENO WORLD'S GREATEST CORN GAME
Three Minutes To Play.
Printed Red and Black on White, 7x7, 36 Cards, $6.00; 72 Cards, $10.00; 108 Cards, $14.00. Black on White, 36 Cards, $5.00; 72 Cards, $8.00; 108 Cards, $10.00; 3x5, $3.00 per Thousand, for Theatres
HACKBARTH ENTERPRISES, Fayetteville, N. Y.

WANTED
Ferris Wheel, Chair Plane, Kiddie Merry-Go-Round, Airplane Ride; also Frozen Custard, Candy Floss, Candy, Crackerjack Outfit. 50 Ft. R. T. Lot of Stripe Wall.
BLONDIN,
Box 54, New Federal Court House, Buffalo, N. Y.

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

FAIRS-CARNIVALS now going together like ham and ——.

LET'S HAVE someone start a movement for more sanitary restrooms for men and women on carnivals.

W. H. (BILL) RICE is still taking treatments at American Hospital, Chicago.

ORVILLE HENNISS flew from Detroit to Minneapolis to look over the Royal American midway.

WHEN business is good the g. a. can always be found on the midway, says Nat Green. Not always, Nat. He might be in Milwaukee.

THE WISE showman won't sign a blanket agreement when a major issue is concerned. He wants to know in advance the terms or requirements in detail, and he will not sign if the terms or requirements are not based upon common sense.

ONE fair official who knows what it's all about is Fournier J. Gale, of Mobile special agent for the late Johnny J. Jones but now retired, is reported in very poor health at his home, 3183 32d street, Astoria, L. I., N. Y.

THE LATE Robert A. Josselyn used to say that an agent "was to blame for everything under the sun." Wonder if he is to blame for the present boll-weevil infestation in Mississippi cotton fields?

"MATCH KING" CHARLIE T. GOSS got that way by hustling for business. Some concessioners could well follow his example and not run up and down the midway to see what others are doing.

WITH arrival in Macon, Miss., on September 4 Wallace Bros.' Shows had been in seven States and had traveled nearly 3,000 miles since opening in March in Tuscaloosa, Ala.

BUCKEYE STATE SHOWS' lot in Belzoni, Miss., was scene of a double celebration on August 31, when Louise Starbuck, wife of the shows' secretary, and Dayton Curtis, side-show executive, celebrated their birthday anniversaries.

HERE'S THE HAPPY GROUP that attended a recent birthday dinner tendered Elmer Hanscom, staff member of Crafts 20 Big Shows, in the banquet room of Hotel Dinuba, Dinuba, Calif. Affair was a jolly occasion for all, and after a sumptuous dinner Hanscom was the happy recipient of numerous surprise gifts. Presented by John Ragland, toastmaster, Hanscom thanked all for their kind remembrances, but would not reveal the exact number of natal days he had seen. In the group, left to right, seated, are Roberta Korte, Edna Kanthe, Kenneth Williams, James Lynch, Pauline Crawford, Birdie Kanthe, Ruth Korte, Maybelle Crafts, Cora Miller, Charles Miller, Ethel Myers, Tommy Myers, Gracie Asher, Phil Williams, Victor Farley. Standing, C. (Red) Crawford, Louis Korte, Estelle Hanscom, Elmer Hanscom, Lillabelle Lowery, John Ragland, Roy E. Ludington, Mary Ludington and O. N. Crafts.

Gulf Coast Fair, who could give some general agents a few pointers.

ANATO HAYES, of White City Shows, is reported to be rapidly recovering from an operation she underwent recently in a Baker, Ore., hospital.

MORRIS MILLER cards from Boone, Ia., that he has been playing to good business in that territory and adds that he will head south soon to play fairs.

YES, THERE'S plenty to be gained from a good reputation. Yet getting a good reputation doesn't seem to bother some carnival men.

IF A general agent pre-dates another show he is a smart fellow, while if another show pre-dates him he has been asleep on the job and ought to be discharged.

THAT mysterious still date of the Royal American Shows is Paducah, Ky. (this week). Breaks the jump from Minnesota State Fair, St. Paul, to Tennessee State Fair, Nashville.

AN up-and-coming carnival manager who is not afraid of work is Ernest E. Farrow Sr., who started his show on the proverbial shoestring and continues to work and build.

EDWARD A. KENNEDY, 12 years a ROSS (NAPPIE) ROBBINSON letters from State Sanatorium, Md., that he is confined there with tuberculosis. He says he doesn't need funds but would appreciate reading letters from friends.

MANAGER to his agent: "Just tell them that it is MY show and you will have no trouble opening the town, which has been closed for 14 years."

BILLY LEWIS, of the L. J. Heth Shows, has taken over duties of *The Billboard* agent on that organization. He succeeds Lester Parrish, who left the show.

SLIM LESCHMAN, lot man and concessioner with Buckeye State Shows, is in Veterans' Hospital, Memphis. Attending physicians report his condition as good.

WIRING from Atlanta on September 8, W. E. Franks said: "I am satisfied with my present position as general representative of the Mad Cody Fleming Shows."

ONCE upon a time there was an agent who never booked a poor town, never wired the boss for money, was not interested in the fair sex and never touched a drop of liquor. He is dead.

BOBBY KORK, who has just concluded a successful three-week engagement at the Club Hollywood, Atlantic City, will play fair dates for remainder of the season.

MADAME LaBELLE, formerly Marie Ralph, mentalist, is one of the features with Mr. and Mrs. Clemmons' circus side show on the Al G. Hodge Shows. Thelma, Mystery Girl, has the annex.

MR. AND MRS. Eddie O'Brien and son and Mr. and Mrs. Tommie Thompson, concessioners, write from Michigan City, Ind., that they concluded a successful season there.

ORIGINATOR of the "three-rides-for-a-dime" coupon was Al C. Hansen during the depression. Note to other managers: It is time to do away with these coupons. Stop wearing out rides needlessly.

ART CONVERSE, who had his Ten-in One show on American Exposition Shows this season but who is now playing Ohio fairs, reports that Stark County Fair, Canton, O., was his best stand to date.

FOUR DAYS of rotten weather in a row at the Minnesota State Fair had the midway boys groggy but not out. It could have been worse! Despite the rain, Clif Wilson's reptile show gross was about 65 per cent of last year.

ROYAL PALM SHOWS are still in the barn and Manager Berney Smuckler and wife (Marie) have a couple of rides with the Orange State Shows. Berney might take out a small show this fall or winter and make a few fairs.

IF A side show is on a circus it is a circus side show. Otherwise it is not. A carnival should be titled just that and nothing else. Why be ashamed of a business in which your money is invested?

WALTER CARSON writes from East St. Louis, Ill.: "Have just completed construction of my second kiddie ride. The No. 1 unit being managed by my mother on Wallace Bros.' Shows is doing good business."

DR. EDWARD J. IRVINE, formerly associated with Buffalo Bill's Shows, West's World's Wonder and Dixie Model shows, cards from Washington that he is a candidate for District of Columbia commissioner.

MANAGER of the Great Pinhead Shows to well-known promoter who has booked said show as an additional attraction (?) at one of the biggest Eastern celebrations:

"Hey, have you got some free acts booked here?"

Promoter: "Yes, about $2,000 worth."

Manager: "When do they start?"

Promoter: "In about 15 minutes."

Manager: "Hold them off until I make a bally with the Athletic Show."

It actually happened.

CLAUDE A. AND LEONE BARIE, who own and operate the French Casino with Hilderbrand's United Shows, are reported to be considering several offers to produce stock burlesque in San Francisco this winter.

ALLEEN ALLEN, who recently joined the John T. Hutchens Museum, writes from Rensselaer, Ind., that the organization has been getting business reminiscent of old times during the past two weeks.

MRS. KAY O'CONNOR has not heard from her husband, John J. O'Connor, better known as Jack O'Connor, for more than nine months and fears he has met with foul play. They last worked together with the Strates Shows at the York, Pa., Fair in October, 1937, after which they went home to New York because of her being ill. A few days later, she says, he left with their trailer

Daisy Goes A-Walkin'

CEDAR RAPIDS, Ia., Sept. 10.—Daisy, white hoss ridden by Lady Godiva, with Fairly & Little Shows playing the third annual All-Iowa Fair at Hawkeye Downs here, kept local police busy this week because of her tendency to go exploring during the night. While the shows played Albert Lea, Minn., last week Daisy decided to take a walk and police rounded her up in the business district about 3 a.m. She also got away during the engagement in Clinton, but during her visit here she was under the eye of national guardsmen and firemen.

and car, as well as a kiddie airplane ride, to play Southern fairs. His sister is also worried, according to Mrs. O'Connor, who asks that readers able to furnish any information write her at 11 Imperial street, Old Orchard Beach, Me.

RAE TERRILL, sex oddity with Crowley's United Shows, cards from Lawton, Okla.: "Certainly glad I came west. Have been enjoying good business and have framed a new annex. Doc Waddell has been getting me some dandy publicity via radio and newspapers."

JOHN W. BERRY, well known in outdoor show circles and who says he, with Johnny Berger, had the pleasure of staging the first indoor show in Washington in 1902, writes that he is now employed in Washington by the United States government.

BILLIE WINGERT cards from Fort Frances, Ont.: "William Chalkias, owner and manager of Chalkias Bros.' Odditorium on the Bremer Shows, and party, including Joe Spaulding, Karlene and the writer, spent the week of August 29 visiting in Canada."

SOME YEARS ago a manager who had been feuding with his agent refused to "bury the hatchet" when the agent lost a member of his immediate family and stopped a collection being taken on the show for flowers. Moral: This manager is no longer in business.

FUNHOUSE operators with strong blowers play no favorites. It doesn't matter whether she is 8 or 80. Full steam ahead. Crowds that stand out in front waiting for the free flash show never become customers. They would not embarrass their ladies by taking them thru. Paid patrons merely furnish sights for the free list.

VIOLET PHILLIPS, the former Violet Walker, formerly with Royal Exposition and Bantly's All-American shows, was seriously injured while en route from Homestead to Williamsport, Pa., when the car in which she was riding overturned. She is confined to her home in Pittsburgh.

WHITEY DAVIS, formerly associated with J. J. Steblar on World of Fun Shows and now ride superintendent with Penn State Shows, pencils from New Berlin, Pa.: "All rides and shows on the organization have been repainted for the Southern tour. Stewart Wachter has purchased a new car."

LAUERENCE LARSON letters from Marenisco, Mich.: "My family and I motored 150 miles to Superior, Wis., recently to see the Royal American Shows, which played Tri-State Fair there. We've seen the organization for the past three years, but this year it is better than ever."

SOME years ago a showman tried to book his small circus with a certain carnival. With contempt in his voice the manager informed him that "It won't get fast money. The only money I ever made on this midway was with skullduggery." That show has long been history. Moral: Cater to women and children, live and let live and your show will live on.—Hank, the singing cookhouse waiter.

ALTHO out of the outdoor show business for the past five years, during which he has been connected with the 20th Century-Fox Picture Corp. in Kansas City, Arthur T. Brainerd still retains his affections for carnival people. Art for 27 years was with the Great Patterson Shows.

J. C. McCAFFERY, president of the Showmen's League of America, visited the Canadian National Exhibition last week but couldn't remain for the big Thursday night doings for the various outdoor showmen's associations. He left Chicago for Minneapolis Friday to visit the Minnesota State Fair.

FRANCES SHEAN carded from Cazenovia, N. Y., Labor Day: "Am driving with friends from Cleveland. We made Toronto, Montreal, Quebec and Lake Placid. All very beautiful. We left Doc in Toronto." The "Doc" referred to is—sure, you know—her hubby, Frank, who has been director of publicity for Frolexland at the CNE.

P. T. BARNUM gained fame and fortune as a museum operator. In his time he was considered the king of freak show operators. Whether he did or did not say, "The American people love to be humbugged," such is the story. Showmen who still believe "The king can do no wrong," expecting to profit by the humbug story, are living in the past.

Freak for a Day

LINCOLN, Neb., Sept. 10.—As a stunt at Nebraska State Fair here, Pete Kortes, manager of Beckmann & Gerety Shows' Side Show, presented Barney Oldfield for one performance in his freak collection. Bob Ellis made the presentation and called attention to Oldfield's having been the first newspaper man to be a freak and that he was legitimately entitled to a place in the show, having been cartooned by Ripley on February 1 for having seen more movies in a given time than any other man on earth.

KELLEY KING solicited concessioners at the annual Stark County Fair, Canton, O., and collected a substantial sum of money which was wired to Floyd Short's widow at Kenton, O., the day following his sudden death there September 6. Short's *Ranchland Revue* was on the midway at the Canton fair at the time of his death.

CHARLES SEIP, *The Billboard* agent and mail man on Zimdars' Greater Shows and whose life in circus and carnival fields approximates 68 years, was the subject of a three-column front-page story in the August 30 issue of *The Princeton* (Ind.) *Clarion-News* anent his recollection of the fair held there 40 years ago. Seip recently celebrated his 80th birthday anniversary.

FRANK J. LEE since closing as press agent for Sol's Liberty Shows has been free-lancing in publicity in and near Chicago and at present is busy in Wisconsin with various candidates for political offices. This political work will keep him going until November 8, after which he plans on going ahead of a special exhibit car thru the South and Southeastern States.

SHOWMEN insist on modern lithographs. Should a shipment of paper include scenes of a packed midway, crowds garbed in the dress of the Gay '90s, their beefs would ring around the world. Yet when they send in a picture for publication their choice is one taken during their youth and the wardrobe of the early 1900s. The late Edison, Rockefeller and Mellon prided themselves upon their age and experience. Their pictures appeared as they were and not captioned, "born 30 years too soon." Mugging Machine Mazie. (Still 4 for 10.)

LINE-UP of T. W. Kelley's side show on the World of Mirth Shows, includes Prof. Walter White, scientific enigma; Rosa Barthelme, human slate; Irvin Carl, glass blower; Alonzo Durante, anatomical wonder; Ernie McGee, cartoonist; Al Tomaine, giant, and wife, Jeanie Week, half-lady; Ambrose Buck, iron-eyelid man; Nels Nelson, rubber-skin man; Van, tattooed man; Joe Lee, emsee. Annex has Ramona Rae and her partner, Emanuel Callahan. Front is handled by Joe Sciortino, talker; Glen Porter, second openings; Al Shriner and Mickey O'Connor, tickets; Andy Gump and Maxine Luck, bally. Jack Murphy is assistant manager.

FRANK MEEKER, conductor of the band bearing his name, writes from Fort Wayne, Ind., that it was erroneously reported in this pillar in the issue of September 3 that due to a nervous breakdown he was forced to close with the F. H. Bee Shows in Lawrenceburg, Ky., August 20 and that he was confined in a Portland, Ind., hospital. Meeker states that he has never been near Portland, Ind., and never felt better in his life, adding that at the time he was supposed to have been confined in the hospital he was in Milwaukee visiting his wife and son, Frankie, who were working in the Eifel Sisters Tower Act there. He adds that when he closed with his band in Lawrenceburg, Ky., he had just worked out a two weeks' notice given him by Mr. Bee, who said that due to business the organization could not carry a band any longer.

A HALF-PAGE picture and front-page feature were given the Royal American Shows by *The Minneapolis Star* of September 6. Not bad, eh? And in the following day's issue another feature appeared. Half-page picture showed an aerial view of the midway, while the front-page feature, more than two columns in length, was an interview with Baby Ruth Pontico, fat girl, accompanied by a large cut of her. Second day's feature, illustrated with two large cuts of Larry Bunthin and Chimp Joe Bonzo and Lilyan Mansfield, Hawaiian performer, was in the form of a letter to the city editor by "Your Gal Reporter," who visited the RA midway instead of covering a ladies' aid society meeting as assigned. Needless to say those real press folks, Francis and Gladiola Healy, were elated over this publicity showing.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 10.—Our visitation schedule was completed this week with a visit to De Luxe Shows of America, which played the Rochester Exposition. Altho the organization is a nonmember, we felt that in view of the local exhibition it would be proper to view it.

Shows have been operating under difficulties, and in commenting on the situation, the local press stated that tent shows on this year's midway were toned down and also indicated that girl shows were operated "under wraps," being much milder than those put on by the show in other places. Observation indicated that concessions did practically nothing.

A decision of vital importance to the carnival industry was recently handed down by Magistrate James E. Finnegan in Coney Island Court, Brooklyn, in which it was held that the park commissioner had no legal right to prohibit use of loudspeakers or to limit activities of talkers on private property adjoining the Coney Island Boardwalk.

In dismissing the complaint, however, Magistrate Finnegan urged that the commissioner receive co-operation in his efforts to quiet things. He added a slight warning in addressing defense counsel after making his decision.

"If you do not give him co-operation," Magistrate Finnegan cautioned, "he can go before the city council or some other legislative body and have laws enacted that would give him jurisdiction over private property that is within 300 or 350 feet of the Boardwalk."

The defendants were August Caponegri, manager of the Fascination game, and two of his employees, Charles Heswell and Abraham Rose. All were summoned August 7 by special park patrolmen, who charged they were shouting loudly in an effort to attract patronage. Magistrate Finnegan heard the case August 8 and reserved decision. He made a special trip to the court last week to give his decision.

"The park commissioner," he said, "in making his rules and regulations regarding Article II, Section 7, Subdivision P, wherein he declared that any person acting as crier thru the media of voice or loudspeaker on the beach or Boardwalk, or in the vicinity of the same, is guilty of violating the rules and regulations, has extended this rule and regulation to private property.

"It constitutes an exercise of police power which has not been given him by the charter and which he does not possess and, accordingly, is a nullity as far as the same relates to or affects private property. The phrase "vicinity of same" is most indefinite. It is said "vicinity" is a term of such relativity as would tax the powers of an Einstein to define with any degree of precision."

Legal effect of the decision on the activities of individuals in the carnival industry should be obvious.

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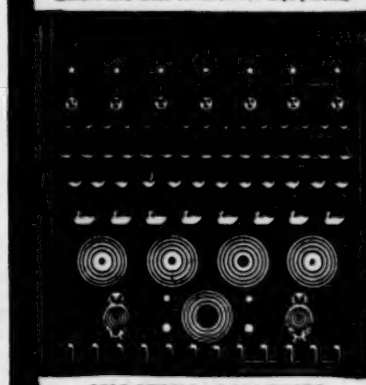

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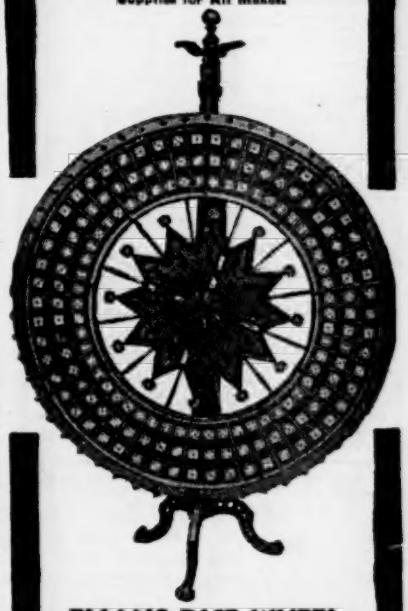

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Far superior to old wood Bottles. Sound like falling glass when knocked over.
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Cook House and Custard. Will sell exclusive on same. Grind Shows, one more Flat Ride, and any Kiddie Rides. All legitimate Concessions. Mrs. Lawrence wants Ball Game Agents. Experienced Ride Help that can drive trucks. Long season South. All address
SAM LAWRENCE SHOWS
Front Royal, Va., this week; Carthage, N. C., next week.
PLAYING ALL FAIRS

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Sept. 10.—Since Monday was a holiday the club didn't hold its weekly meeting. Received for attention at next Monday's meeting, however, was the largest amount of dues and applications for new members for many months. From letters received it seems that showfolk eligibles are getting membership conscious.

The membership drive is now on and there's no initiation fee for this period, with $10 paying everything until September, 1939. It is a serious matter and worthy of the thought of those who are not members of any showmen's organization.

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Minimum Privilege for Each Location, $10.00.
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FOR SALE
1936 COVERED WAGON HOUSE TRAILER, 18 Feet.
First-class condition. Rubber good as new. $425.00. Can be seen at Cherry Grove Filling Station, Route 40, Springfield, O., or see
BOB SHAW, Gus Sun Booking Agency, Springfield, O.

Electrician Wanted
Fair Dewey, Okla., September 12 to 15; State Fair, Tulsa, Okla., September 16 to 24.
MEL H. VAUGHT.

MAX HELLER
The Organ Man, Macedonia, O.
En route: Week of September 12, Mount Vernon, Ill.; week of September 19, Springfield, Mo.

Musicians Wanted
Strong Solo Trumpet, Bass and Trap Drummer with outfit. Carnival experience. Long season. Wire Western Union.
BANDMASTER, Hopkinsville, Ky.

End your correspondence to advertisers by mentioning The Billboard.

Along the Midway at CNE

By FRANK D. SHEAN

TORONTO.—Seated in the dining hall of George Pappas is Maxie Herman, of the Conklin Shows, chatting with Ted Greenslade, reporter for *The Toronto Evening Star*, about Maxie's big animal show on the midway. At a near-by table partaking of her evening meal is Leona Young, fire eater and noted for her blow-torch eating stunt in Harry Lewiston's side show. Suddenly the reporter said to Maxie:

"Look, what a story! The fire-eating woman is cooling off her bowl of soup by blowing on it."

Ever-alert Maxie sharply replied:

"I am sorry, Ted, old boy; that's where you're wrong. She is heating it." Curtain.

Among guests of J. W. (Patty) Conklin were Hon. P. A. Dewan, Ontario minister of agriculture; Senator Frank O'Connor, leading candy manufacturer; Rolle Denne, former mayor of Peterborough, Ont.; Alderman Bill Wren, of Timmins, Ont.; C. M. Baker, director of attractions at Calgary, and Jack Warren, a director of Saskatchewan Provincial Exhibition, Saskatoon.

Lucky Teter and his Hell Drivers were guests of Director Conklin at Frolexland. Enjoying the rides and shows, the daredevils of the grand stand ended the annual dinner and jamboree by looking over Bill Crosby's Wild West show. Harry Holmann, of Teter's crew, entered into the spirit of the evening, rode a wild steer and proved himself a good hand at rodeo work, which brought great applause from customers and the other Hell Drivers in the bleachers.

John Haye, a tall lad from England, in charge of the Petrol Speedway cars on the midway, stepped up to the office window of Director Conklin and said to Neil Webb: "Here comes a classy looking big automobile with a colored driver. Must be some important folks." John took a closer view of the car as it pulled to a stop and the occupants alighted, again directing his conversation to Neil: "That's funny; they look like carnivalites."

To John's great surprise, the occupants of the classy big car were none other than those celebrities of the outdoor and indoor show world, Frank Wirth, with his car and colored chauffeur; Billy Rose, Eleanor Holm Jarrett, Lew Dufour and Joe Rogers.

When told by Neil Webb who they were John hastily retreated to his ride with a lovely crimson glow on his "physog."

Enjoying the big performance, *The Decades*, a cavalcade of the Dominion of Canada, in a grand-stand box were Eleanor Holm Jarrett, Billy Rose, Lew Dufour, Joe Rogers, Frank Conklin, Frank D. Shean and host Conklin. The same party were guests of Elwood A. Hughes, general manager of the CNE, at a luncheon in the executive offices dining hall.

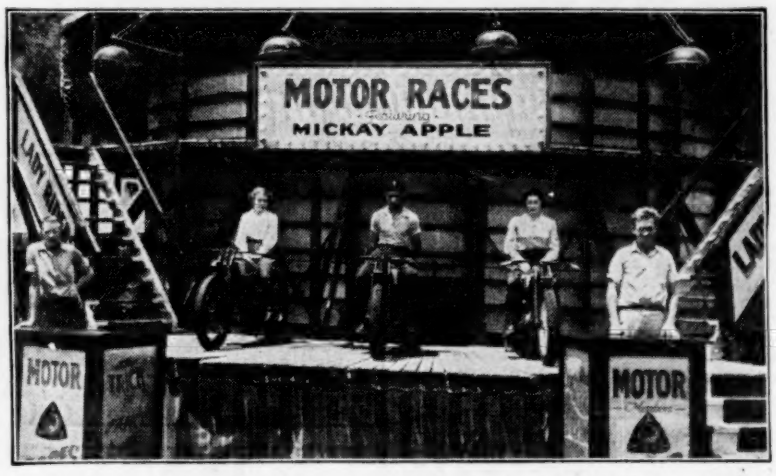
15 Years Ago

(From The Billboard Dated September 15, 1923)

Wortham's World's Best Shows' engagement at Iowa State Fair and Exposition, Des Moines, Ia., proved a red one. . . . Sam Burhdorf, well-known carnival general agent, was in the American Hospital, Chicago, suffering from injuries sustained when he was attacked by two men on the Windy City's South Side. . . . Doc Hall, general agent for Isler Greater Shows, had just contracted an annual fall festival and stock show for his organization at Fall City, Neb. . . . Greater Sheesley Shows played to enormous Labor Day crowd at the Maryland State Fair, Timonium, to break all attendance records at the exhibition and race meeting. . . . Con T. Kennedy Shows played a successful date in Wisconsin, with mechanical devices at Wisconsin State Fair, Milwaukee, and the remainder at Council Bluffs.

Rain failed to dampen the spirits of Indianians with the result the Rubin & Cherry Shows played to big business at the Indiana State Fair, Indianapolis. . . . Little Bennie Smith was back with his old friend Benny Krause on the Krause Shows. . . . Billy Gear was selected to produce the big celebration for the American Legion at Hickman, Ky. . . . Pat Hayes was raking in the coin with a neatly framed concession in the corn-bread belt with World at Home Shows. . . . Bill Floto and his brother were in New York to settle an estate of a sister. . . . Labor Day business for Morris & Castle Shows at the Superior (Wis.) Fair was highly satisfactory.

Max's Exposition Shows were playing the first of seven fair dates in Michigan territory to fair business. . . . Greenville (Ill.) Home-Coming Celebration proved a lucrative engagement for Pearson Exposition Shows. . . . Mr. and Mrs. Jimmie C. Donahue, on the advance of the Con T. Kennedy Shows, visited *The Billboard's* Chicago office while en route east on business. . . . Michigan State Fair, Detroit, proved to be one of the most gratifying stands on the T. A. Wolfe Shows' list. . . . Snapp Bros.' Shows were accorded a remunerative reception at Sioux City, Ia. . . . Great White Way Shows were clicking in Pennsylvania territory. . . . Col. Fred J. Owens donated 80 books of standard works to the Showmen's League of America library as his Showmen's League Day offering.



AMONG THE FEATURES on the midway of C. E. (Doc) Barfield's Cosmopolitan Shows is T. J. Apple Motordrome, featuring Mickay Apple. Seated on the cycles are, left to right: Gean Laverne, Bill Collier and Miss Apple. In the left box is Tommy Gray. V. L. Collier, talker, was not present when the picture was taken. Photo, which was snapped while the organization was playing Kentucky territory recently, was furnished by Mrs. Pearl Barfield.

National Showmen's Association

Palace Theater Building, New York.

NEW YORK, Sept. 10. — President George A. Hamid, aided by Dorothy Packtman and Sherry Mopper, of the Ladies' Auxiliary, this week sponsored applications of C. F. Lauterbach Jr., vice-president of the Southside Virginia Fair Association, and Franz Matausch, manager of the Flying Otaris, well-known trapeze performers. Brother Al McKee, of Rosenthal Bros.' Palisades Amusement Park, filed the application of Dr. Frank J. Vita, for the past five years the physician of that popular resort.

A farewell party at Palisades Amusement Park September 7, attended by Executive Secretary John M. Liddy on behalf of the organization, developed into an NSA rally what with over 100 members from there all pledging their co-operation to put over the membership drive and the banquet at the Hotel Commodore November 23, proceeds of which go to club's welfare funds. Good fellowship from employer and employee was the keynote of the evening, all joining, from the Rosenthal brothers on down the line, to boost this fast-growing organization.

A meeting of the banquet committee was held at the clubrooms September 8. Details of this meeting will be found elsewhere in this issue.

It is with sincere sorrow that we announce the death of Brother Edward B. Block, who passed away September 4.

Visitors this week included Sam Kramer, Roscoe Ails, Willie Solar, Arthur Ward and Dan Maley, all representing the indoor field, of which the NSA has many representative members. Donald B. Simmons, who has been sojourning at Asbury Park this summer with Brother Mack Harris in the interests of Brother Dave Epstein, also visited. He reports that the park closes this week and that the aforementioned brothers as well as himself will be on hand for all NSA activities.

Brother Fred Philips is around after his recent illness as full of enthusiasm as ever.

Birthday congratulations are in order for the following: Roy Thomas, September 15; William Rappaport, September 16; Frank Elliott, September 17; Samuel Walcoff, September 18; Phil Isser, September 19; Jack Tavlinsky, September 20; Norman Bartlett, September 21, and Clemens F. Schmitz, September 22.

Ladies' Auxiliary

Secretary Anita Goldie, here for the winter, announced this week that the sale of award books continues at a rapid pace and that she is planning, with aid of President Dorothy Packtman and other members already in town, an intensive drive to sell tickets for the NSA banquet and ball.

She plans to visit Eastern carnivals

(See National Showmen's opposite page)

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues $10 **Initiation $10**

Sixth Floor, Palace Theater Bldg., 1564 Broadway New York City

SEND YOUR ORGANS

For rebuilding and repairs to the old reliable Organ Builders.

MAX HELLER & SON
Macedonia, Ohio.

That Showmen's Home

By MORRIS A. HAFT

"Laugh and the world laughs with you, weep and you weep alone." This saying applies almost literally to those who deserve better at our hands in their old age, namely, the showman and performer who make us laugh, forget our cares, enliven our existence made humdrum by the never-ending routine tasks of days piled on monotonous days. Yet they who so freely cheer us on our way, whose loyalty to their public—you and me—is enshrined in those stirring words, "The show must go on"—who must bear the smiling countenace no matter how the heart may break or the muscle ache, too often must "weep and weep alone" in their old age and suffer penury and sadness. All the while the world moves on, unmindful of the duty it owes them and the debt of gratitude it should pay them by providing for them a house of refuge—a haven of rest, solace and good cheer.

There are many and good reasons why it is peculiarly difficult for them to lay by for a rainy day and why those of a more practical turn of mind and with steady employment should promptly, by their liberal contributions, make possible the erection of the proposed Showmen's Home. The financial rewards of their work are not large at best; their expenses are heavy, many months of each year are unsuited to the performance of their tasks. Essentially in a luxury business they are the first to feel the effects of bad times and the last to go back to work when conditions improve. They are in this business essentially because they are happy go lucky by nature, generous to a fault with their less fortunate fellow workers and usually not in touch with opportunities for investing their savings or entering profitable side lines. Much of their work is very hazardous, accidents happen easily and often, exposure to all kinds of weather is a daily portion of their lives with resulting possibility of illness and soon their small savings are consumed, if they be so fortunate as to have any. Living in a world of entertainment, gayety and make believe their sorrow and mental agony is all the more acute when sorrow, penury and suffering are their lot in later years.

How Idea Started

Letters upon letters are read at the meetings of the Showmen's League of America, each heartbreaking in itself, with the "Dear Joe: Am flat on my back in the hospital and won't be able to go back to work for a year . . . am broke . . . don't know what to do . . . don't know where to go. . . . " The regular receipt of this type of letter gave birth to an idea and caused President J. C. McCaffery and his co-workers of the league to start a drive for the building of a Showmen's Home, which would take care of our own people. Under the direction of Carl J. Sedlmayr a fine start was made in St. Louis, where in one night $12,000 was paid and pledged towards the fund. The trustees of the Showmen's Home Fund, of which Fred Beckmann is chairman, and which has as its members M. H. Barnes, J. W. Conklin, M. J. Doolan, E. W. Evans, Max Goodman, Rubin Gruberg, W. R. Hirsch, Harry W. Hennies, Max Linderman, E. Lawrence Phillips and E. C. Velare, all of whom are topnotchers and in whom the show world has the utmost confidence, are working steadily toward the goal for the realization of the dreams of the showmen for the place where they may pass their few remaining years among people who really understand each other.

Circus fans, show people, carnival associations, carnival men, circus men, showmen's clubs and all those in allied interests, everyone, help us make a reality of the Showmen's Home; help put it across; give all you can afford. No more worthy cause can appeal to you and we know you will listen and help.

Editor's Note—Shows can help swell the fund by giving benefit performances or shows, and if information is desired as to the method of handling a benefit write to Showmen's League of America, 165 West Madison street, Chicago, Ill., and full information will be provided.

Lew Dufour Chosen To Direct NSA's Banquet Committee

NEW YORK, Sept. 10.—Lew Dufour, well-known exposition attraction operator and partner in Dufour & Rogers Attractions, Inc., was appointed general chairman of the National Showmen's Association's banquet committee at a special meeting of the organization September 8. Dufour immediately began outlining plans for the November 23 event, which will be held at the Hotel Commodore and is destined to be one of the largest outdoor balls ever attempted here.

Sam Rothstein, who also heads the NSA house committee, was named assistant chairman and will work side by side with Dufour; John Liddy, executive secretary, and George A. Hamid, president, in appointing committees and supervising details of banquet preparations. Meeting voted to place responsibility of a banquet journal in hands of Victor Herndon, an experienced journal promoter and editor of New York City.

Besides Dufour and Liddy, members attending the meeting included Jack Lichter, Harry Schwartz, Arthur Hill, Elias Sugarman, Roger Littleford, Sam Rothstein, Andre Dumont, Bert Nevins, Charles Holts and Louis Aarons. Dorothy Packtman and Sherry Mopper represented the Ladies' Auxiliary. Next meeting will be held in the clubrooms at 8 p.m. September 16.

F. H. Bee

Hodgenville, Ky. Fair. Week ended September 4. Weather, good. Business, excellent.

This marked the 10th year show played this fair. Rides and shows did capacity business, and concessions reported one of the best fair dates this season. Fair board, including Mr. Kennedy, secretary, and Mr. Howard, his assistant, did everything possible to make the event a success. Tilt-a-Whirl underwent a general overhauling here, and new platforms were built under Morris Jarvis' supervision. E. E. Baker has the new electrical equipment up. Mr. Hoke joined here with the shooting gallery and novelties and reported a big week. Bob Parker paid another short visit and reported that his diggers on other shows are doing fair. John Corbett, of Erin, Tenn., and father of Mrs. Clarence Krug, visited for a few days. Corbett is an engineer on the L. & N. Railroad and has many friends in show business. Visitors included J. J. Page and Mrs. R. E. Savage, of the J. J. Page Shows.

WILLIAM R. HICKS.

CONCESSIONS ALL OPEN

FITZIE BROWN NO LONGER WITH THIS SHOW.
WILL BOOK Cook House. Privilege in Tickets. Also Grab Stands.
WANT Capable Lecturer for Completely Framed Life Show with New Top.
WANT Capable Man for Complete Snake Show.

Our Fair Route runs to end of November, through prosperous Tobacco Belt. Come on; we will place you, Regardless of Concession You Have.

Frank West, WEST'S WORLD'S WONDER SHOWS
This Week North Wilkesboro, N. C.; Next Week, Lumberton, N. C.

FAIRS--J. F. SPARKS SHOWS--FAIRS

CLAY COUNTY AGRICULTURAL FREE FAIR, Celina, Tenn., Sept. 15-17; CLINTON COUNTY FAIR, Albany, Ky., Sept. 19-24; WHITWELL, TENN., MERCHANTS' FALL FESTIVAL, Sept. 26-Oct. 1; JACKSON COUNTY FAIR, Scottsboro, Ala., Oct. 3-8; CHEROKEE COUNTY FAIR AND LIVE STOCK SHOW, Center, Ala., Oct. 10-15; BLOUNT COUNTY FAIR, Oneonta, Ala., Oct. 17-22; CARBON HILL, ALA., FAIR, Oct. 24-29; HALEYVILLE, ALA., FAIR, Oct. 31-Nov. 5; DE KALB COUNTY FAIR AND ARMISTICE DAY CELEBRATION, Nov. 7-12.

Exclusive—Cook House and Grab. Privilege $40.00 in Tickets; Popcorn and Peanuts, Candy Apples and Candy Floss, Guess-Your-Weight Scales, Long or Short Range Lead Gallery. Stock Concessions of all kinds. Privilege reasonable. No office joints. Shows of all kinds, especially Ten-in-One, Big Snake, Snake Illusion, Girl Show with complete outfit. Must be clean. Bill Chalkias, Jack Orr, Slim Reynolds write or wire. BOOK OR BUY Small Merry-Go-Round or No. 5 Eli Wheel. No junk. WILL BOOK Octopus and Loop-o-Plane. Willie Bell answer. All replies J. F. SPARKS, Mgr., Celina, Tenn.

GREATER UNITED SHOWS

NOW BOOKING

FOR BALANCE OF THIS AND NEXT SEASON:
SHOWS, RIDES, CONCESSIONS
SHOW CLOSES NOVEMBER 26—OPENS FEBRUARY 8.

WANT Ridee-O and Scooter with own transportation. (Benny Cohen and Dinty Moore Write) 42-Week Season. Booked 17 Fairs. TWO BIG OPENING DATES IN FEBRUARY, BROWNSVILLE AND LAREDO, TEX., Celebrations. GOOD OPENING FOR SIDE SHOW, PLATFORM ATTRACTIONS, GLASS AND FUN HOUSE. Have 8 more Fairs. WANT capable, sober Lot Man who can follow instructions. Also first-class Ride Help, Talker and Girls for Illusion Show. Wire "Magic" Johnson. Write
J. GEORGE LOOS, Week September 12, Holdenville, Okla.

ROCKBRIDGE COUNTY FAIR, LEXINGTON, VA., WEEK SEPT. 19th

CAN PLACE FOR LONG STRING OF OUTSTANDING SOUTHERN FAIRS

Legitimate Concessions of all kind except Bingo and Lead Gallery. Have limited space for Eats and Drinks Stands. RIDES—Boomerang, Roll-o-Plane, Ridee-O and Pony Ride. Penny Arcade, Fun House, Walk-Thru Show, or any single featured Pit Attraction. Experienced Ride Help in all departments. All address this week,
Manager, KAUS EXPOSITION SHOWS, Inc., Galax, Virginia

WANT

RIDES—Octopus, Loop-the-Loop, Whip, Caterpillar, Loop Plane, any Novelty Kid Ride except Auto. WANT Shows with own Outfits—Have complete Ten-in-One Show, complete with 100-Ft. Banner Line, New Banners. Will furnish same to party that will put real Side Show with live Acts in same. WANT Talkers, Grinders, Performers for Minstrel, Comedians and Girls for Revue. CAN USE real Show People of all kind. This Show has the best line of Fairs in the South. WANT Legitimate Concessions. No Grift. Wire for space. WANT 6 OR 8 PIECE WHITE UNIFORMED BAND. Route: Centerville Fair this week, then Lexington, Camden, Huntingdon, Tenn., Fairs; then Courtland, Ala., and three more Alabama Fairs. Prepay all wires.
Centerville, Tenn., September 12-17.
ROGERS GREATER SHOWS

WANT FOR SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, LA.

8 BIG DAYS AND NIGHTS, STARTING SUNDAY, OCTOBER 9.

FROZEN CUSTARDS, COOK HOUSE, STOCK WHEELS, PHOTO GALLERIES. Everything open except Novelties, Bingo, Diggers, which are sold exclusively.
Also selling Concession Space at Bossier Parish Free Fair, Plain Dealing, La., week September 19; West Carroll Parish Fair, Oak Grove, La., week of September 26; Pike County Free Fair, McComb, Miss., week of October 3; Franklinton Free Fair, week of October 10; Tri-Parish Fair, Eunice, La., October 20 to Sunday, October 23; Jeff Davis Parish Fair, Jennings, La., week October 22. CAN PLACE Wheel and Chairplane Foremen at once. All address
MILLER AMUSEMENTS, Texarkana, Ark., this week.

FUNLAND SHOWS

Want X Carnival Cookhouse, Lead Gallery and Loop-o-Plane. Monterey, Tenn., this week; Sweetwater, Tenn., next week; then eight bona fide Georgia county fairs.

Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

Membership committee must have been busy this summer. Applications already are starting to come in, altho meetings do not start until November. Viola LaVern Bauer and Edna Maylee Brell are new members.

Fairyland Park closed this week, which will enable Hattie Howk to take a short vacation before the meetings start. Hattie is chairman of the entertainment committee and acting secretary until Elizabeth Yearout returns. She reports that members are responding nicely to the call for the payment of dues.

Nell Allen, of St. Louis, was here for a few days. She had been visiting her mother in Abeline, Kan.

Mildred Head, of Omaha, formerly of Krug Park, also visited friends here.

Hamid Praises Workers for Part In CNE and Syracuse Fund Drives

NEW YORK, Sept. 10.—George A. Hamid, president of the National Showmen's Association, reported that he is more than satisfied with results of the welfare fund drives in Syracuse and Toronto this week. "Too much cannot be said for the co-operation of Tommy Dorsey and his orchestra, who worked three hours overtime in Syracuse and four hours in Toronto in order that our shows should have the best musical background possible," he said.

Hamid pronounced the Toronto show on September 8 a tremendous success that should realize about $3,000 for the associated funds of the showmen's organizations. He complimented J. W. (Patty) Conklin, in charge of CNE Prolexland, and Joe Rogers, vice-president of the Showmen's League of America, for their intelligent and untiring efforts in behalf of the drive and proffered the appreciation of the organization he heads to Elwood A. Hughes for his co-operation in the welfare campaign. Hughes, general manager of the CNE, was toastmaster for the occasion and held his entire organization over in order that the event be as much a success as possible.

Despite a rainy night the NSA fund drive at New York State Fair, Syracuse, on September 7 should realize between $400 and $500 for the welfare coffers. Hamid expressed his appreciation to Paul Smith, director of the fair; Tommy Dorsey; Lester Smith, of the WPA; Dick Kratz and Jim Eskew for their excellent co-operation.

So enthused was Mrs. Annie Gruberg over the Syracuse show that she plans a special membership and welfare fund drive on the Rubin & Cherry Exposition when it plays in Georgia. The wife of Rubin Gruberg, the head of the shows, was openly impressed with the aims and purposes of NSA, Hamid said.

NATIONAL SHOWMEN'S—

(Continued from opposite page)

with Miss Packtman as they play nearby fairs for purpose of instilling added interest in NSA and its Auxiliary. They will visit World of Mirth Shows when they play Allentown, Pa.

Letters were received from the Hoy Sisters, Lillian Brooks, Leah Greenspoon and Mrs. Schoonmaker that sales of award books are progressing nicely.

Miss Goldie requests all members to remember the date for awarding prizes has been changed to October 25.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

White City

(Motorized)

Baker, Ore. Six days ended August 27. Auspices, L. L. L. Location, Valley at Clark street. Business, fair. Weather, hot. Pay gate, 10 cents.

Return engagement here was not as good as the June engagement, but fair business resulted. Wonderful co-operation was received from city officials. Casey Taylor, Joe White and Betty Corey celebrated their birthday anniversaries Friday night and a repast was served the show. It was also a farewell for Betty who returned to school. Local merchants thanked the show for the wonderful patronage received from Doc Hall, Frank Forrest, Myles Nelson, Pa Slover, Ted LeFors, Howard Tydings, Joe White, Lloyd Hole, Bill Holt, Lu Verne Raymond, Anato Hayes, J. B. Bailey, Casey Taylor, Fred Braslaw, Chris and Carl Hageman, Ted Right, Earl Gold, Johnnie Sterling, Eddie Herschaft and C. F. Corey. Howard Tydings, Ted LeFors and Lu Verne Raymond are suffering from sprained ankles. May Collier's high dive contract has been extended to the end of the season. Ted LeFors' bingo topped the midway. Bill Holt added a penny pitch with Bunny Holt as operator and won a fair week's business. Martin Glabb's ball games were popular. Mr. and Mrs. Frank Forrest entertained friends at a local night club. Harold Davidson was the writer's guest. Mr. and Mrs. C. F. Corey entertained relatives and friends all week. Ride men joining here were Victor Muller, John Morrison and John Harris. Rip Van Wrinkle left for his home at Sedalia, Mo. With the arrival of two semi-trucks the show is now completely motorized. Ted LeFors purchased a new trailer. Joe White finished construction of a ball game. Ted LeFors and Joe White spent three days visiting the Idaho State Fair, Boise. Lucille King is recovered from a recent illness and spent the week outfitting several ride boys before departing for Ontario, Ore.

WALTON DE PELLATON.

Heller-Acme

Red Lion, Pa. Week ended August 27. Red Lion Gala Week Fair. Weather, good. Business, fair.

Good midway crowds prevailed here, but they didn't spend much. Billy Harris, high diver, added the eighth section to his ladder. Mabel Max's Wild West Show joined. Mr. and Mrs. Tex Knoll left for their home in Coney Island. Colley's kiko show is popular. Hubbard's sex show added six girls and is doing fair business. New girl revue is also doing well. Manager Heller added three concessions. Charles Siegrist's aerialists returned after playing a Massachusetts fair. Bill Nuss, cookhouse operator, left to play fairs. Bible Bros.' Circus is being enlarged.

FRANCIS DANIELS.

Cetlin & Wilson

Bedford, Pa. Week ended September 3. Bedford County Fair. Weather, clear and cold, rain Wednesday. Business, fair.

Opened on Monday to slight increase over 1937. Tuesday, Children's Day, was off. Thursday equaled last year's big day and Saturday showed an increase over last year. Midway gross as a whole was equal to last year. Duke Jeannette's Circus Side Show topped the shows, with Paradise Revue second and Dick Kellar's Wall of Thrills third. Skooter was top-money ride, with Octopus second and Ridee-O third. Buddy Brice, fair secretary, and his associates are 100 per cent co-operators. Visitors included S. B. Russell, R. G. Davis, Harry A. Manley, Mr. White, Clark Queer, Mr. and Mrs. M. M. Fleming and Mr. and Mrs. Warren Mickel. Charles Cohen added a new electric sign to his Ridee-O ride. Red Brady joined here with Double Loop-o-Plane. Front of Doc Garfield's Hall of Science has been repainted. Red Rogers added two more midgets. Eugene Detrich has added new lighting effects to front of Laff Factory. Reuben A. Ebright joined with Kiddie Aeroplane ride. Mr. and Mrs. Lusse, of Philadelphia, visited.

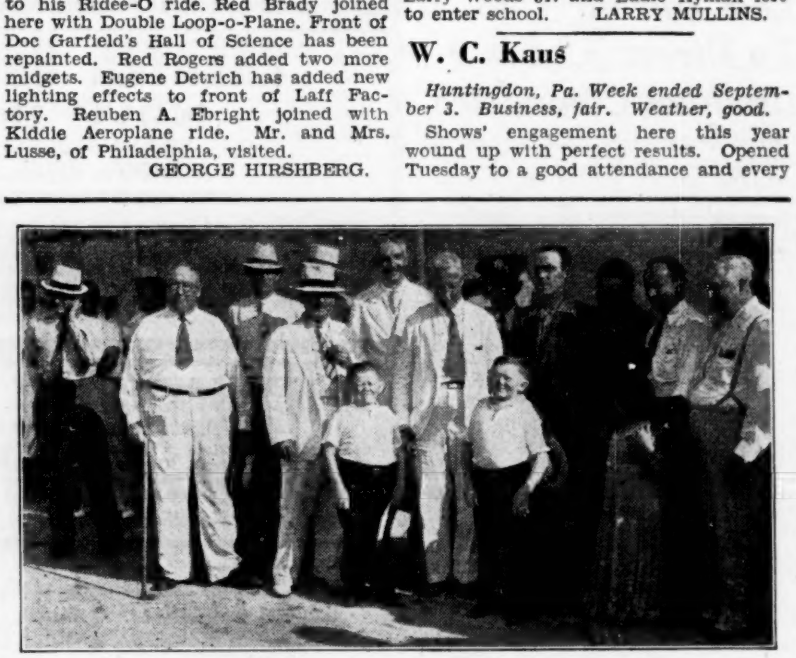
GEORGE HIRSHBERG.

W. C. Kaus

Huntingdon, Pa. Week ended September 3. Business, fair. Weather, good.

Shows' engagement here this year wound up with perfect results. Opened Tuesday to a good attendance and every day, except Wednesday when it rained, proved the same. Helen Owens' bingo enjoyed a successful week. Octopus, new in this territory, topped all rides. Ferris Wheel took second, with the Merry-Go-Round third. Mrs. Leslie's Tilt-a-Whirl and the Whip did well. Charles Johnson's Girl Revue topped the shows, followed closely by Speedy Ray's Motordrome. Bob Howell's Ten-in-One was third, with the other shows getting a fair portion of midway money. Smiling Walter Cox enjoyed good business all week. Manager Kaus reports the new office trailer is almost ready. Fair officials co-operated in every way possible. Among new faces on the midway are Mr. and Mrs. Charlie Ports, Pauline Nedemeyer and Carl Humphries. Charles Johnson has taken over the Hawaiian Village.

DOT GORGRANT.



GOV. R. C. McMULLEN of Delaware is shown visiting with several members of the Cetlin & Wilson Shows when the organization played the 1938 fair in Harrington, Del. In the group, left to right, are Ralph A. Hankinson, president of Hankinson Speedways; Kane, of cookhouse fame; Lucky Teter, famous dare-devil; John W. Wilson, general manager of Cetlin & Wilson Shows, and the governor. Standing in front are three of the Rogers Midgets, Ike and Mike and Frieda Little, who seems to be conversing with Teter. Those surrounding the governor are members of his staff. Photo furnished by L. C. Miller.

Byers & Beach

(Motorized)

Monticello, Ill. Week ended September 3. Piatt County Fair. Weather, ideal. Business, good.

This engagement proved one of the year's bright spots. Attendance was splendid, with the crowd fairly liberal. Credit for much of the success of the fair as far as the midway was concerned should be given Secretary C. E. Corbett, who personally saw that the grand stand was emptied by 9 p.m. each night. It was the first fair of the season that the midway had been given any such break. Tilt-a-Whirl and Ferris Wheels led the rides. Jake Moore's Athletic Show, Cellophane Scandals and Cora Garner's Cotton Club Revue took top honors among the shows. Ira Howerton has framed a new animal show and Buddy Buck has a new illusion show. Fair board, including C. E. Corbett and J. H. Tippett, concession superintendent, did everything possible to co-operate. Visitors included E. S. Wightman and E. C. Murphy, of the Farmer City Fair Association. Dorothy Byers, who recently graduated from business college, is spending several weeks with her folks before departing for Memphis.

DON TRUEBLOOD.

Western States

Pueblo, Colo. Colorado State Fair. August 28-September 2.

This was the third time the show played this date in the past four years and a final check-up on financial returns revealed business off from previous years. However, the date proved a winning one. Rain each night hurt business considerably. Fair board set a precedent when it opened the fair Sunday instead of Monday as had been its custom. Monday, Kiddies' Day, drew a record turnout. Scotty Norton's Funhouse and Bill Williams' Monkey Island were favorite attractions among the kids. *The Pueblo Chieftain* and *The Star-Journal* sponsored a newsboys and orphans' party. Despite high winds and rain Thursday night, Captain Blake satisfied the curiosity of thousands of patrons when he performed his fire dive. Clyde Davis' Hawaiian Village was top money getter among shows. Skooter and Thriller topped the rides. Ralph Taylor, editor of *The Pueblo Chieftain* and *The Star-Journal*, was the writer's guest at a supper in Snippy Cobbs' Midway Cafe. Tillie Jones, niece of owner Jack Ruback; Larry Woods Jr. and Eddie Hyman left to enter school.

LARRY MULLINS.

Crowley's

Lawton, Okla. Week ended September 3. Location, fairgrounds. Auspices, American Legion. Pay gate, 10 cents. Weather, hot. Business, good.

Show opened here to huge attendance Monday. Tuesday night decreased considerably, but Wednesday had about 6,000 paid admissions. Thursday and Friday business was fair, with Saturday matinee and night a financial success. E. W. Wells, general agent, was confined in Hotel Campbell, Nowata, Okla., with the flu. Sailor Jack Walton seemed to be tattooing everybody. He's with Stanley J. Gross' Cavalcade of Wonders. Rae-Terrell drew 'em here. Martha and Otis Roberts Jr. are running George Webb's ball game. Beulah Roberts is treasurer of Nelson's Two-Headed Baby Show. Clyde Talbot clicked with his trained squirrel. Richard Cancer, on Side Show, was called to his home in Anadarko by his mother, Docia Towers, who was severely burned. James Panther is breaking lions. George Hall clicked with Loop-o-Plane. Merry-Go-Round foreman, R. B. Phillips, is happy over word from Scotland that $10,000 has been left him. Frank (Dutch) Waldon's Tent Restaurant is enjoying increased business. Sam K. Thorn is back from Wichita Falls, Tex. Otis Roberts and family joined here, as did Jack Cline and wife, Brownie Jack Rosson, Maybelle Custer and Roscoe and Lillian Boyd. H. P. Hill added a Frigidaire to his jumbo malted milk stand. Katherine Barrett is clicking as inside circus side show lecturer. Margaret Fursee is now Queen of Mystery at the Ethiopian Death Chamber. James F. (Dad) Nelson's Crime Show is popular. Tex Chambers and wife joined with concessions. Al Dernberger doing okeh with his concession line. Mr. Crowley's Whip topped the rides. Corky Zimmerman left to join Marks Shows.

GEORGE WEBB.

Strates Shows

Elmira, N. Y. Week ended September 3. Chemung County Fair. Weather, fair. Business, fair.

Altho business was not up to last year's record, no complaints can be made over the engagement here this year. A fair gross was registered on the midway, and Secretary Earl Williamson, Treasurer Hardemann and President Marvin Olcott offered splendid co-operation. More space was allotted to the midway this year than ever before. James R. Kelliher, formerly with the show and now a deputy sheriff of Chemung County, renewed many midway acquaintances. He entertained the writer and wife with a delicious dinner. Carl Fleckenstine, concession superintendent of the Bloomsburg (Pa.) Fair, and other fair officials were guests of Manager Strates here. Pete Christopher, cookhouse manager, is reported to be recovering from a recent illness. He's still confined in the hospital at Rochester, N. Y. Pete's brother, Chris, is managing the cookhouse in Pete's absence.

BEN H. VOORHEIS.

Kaus

(Baggage cars)

Marlington, W. Va. Week ended August 27. Auspices, Pocahontas County Fair Association. Weather, good. Business, fair.

Shows' first fair date here opened to slim crowds Monday and Tuesday. Wednesday was the big day. Thursday and Friday lagged, but Saturday night again produced a good crowd. Business wasn't any too good, however. Scooter, new ride to this community, registered a fairly good gross. Remaining rides ran about even. Elberta Mack's Monkey Circus was the most popular of the shows, with Jimmie Kane's Develde doing okeh. Concessioners reported fair business. J. E. Kaus is the new lot superintendent. Phil Bender, candy apples concessioner, suffered an attack of acute indigestion here and had to spend a night in the local hospital, but made a rapid recovery. Tom Percival added a new ball game. Other new concessioners were O. P. Mack's bowling alley, with Sam Sisson agent; Mr. and Mrs. Fred Newman, ball game, and Mrs. H. S. Kirby, penny pitch.

LESTER KERN.

Frisk

Detroit Lakes, Minn. August 11-13. Becker County Fair.

Engagement here was satisfactory. Joe Lewis joined with deep-sea monster, and Lee Moss put on gas cars. George White joined with ossified man, Secretary Anderson of Fergus Falls Fair visited. Violet Maxwell joined Boots and her Buddies chorus.

Pequot, Minn. Crow Wing County Fair. August 14-17. Weather, very good. Business, fair.

Osseo, Minn. August 18-21. Firemen's Convention.

Show was crowded on small lot in center of town. One day and night very good. Remainder of time wasn't so good. Edna Demar joined here in an executive capacity.

St. James, Minn. August 22-24. Watonwan County Fair. Business, very good. Weather, good.

George Gewinn, with cowboy show, left here. Dr. Crosby, girl-show talker, left on a tour of small celebrations. No. 2

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, $5.25; 50 cards, $6; 75 cards, $6.50; 100 cards, $10; 150 cards $12.50; 200 cards, $15; 250 cards, $17.50; 300 cards, $20; Remaining cards sold $5.00 per 100.

Set of 20 Lightweight Bingo Cards, $1.00.

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Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, $5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, $1.25, without markers. Set of markers, 50c.
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Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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3 RIDES AT LIBERTY

Merry-Go-Round, Devil's Dip and Auto. Will Book Fairs or Carnival with Fairs. Wire or write J. R. ROBERTS, Baker Hotel, Enid, Okla.

unit hit the road to play several fall dates. Elmer O. Williams and wife, former Merry-Go-Round foreman, is in charge of the rides with that unit. Edward Prescott is in charge of the swing on the No. 1 show.

Hopkins, Minn. Hennepin County Fair. August 25-27.

Large crowds and good weather. Business was not quite up to last year but still a winner. M. W. Sellner and Mr. Vanderpool, of Tilt-a-Whirl factory, visited, as did Mr. and Mrs. William Wolf, of Wolf Greater Shows.

Sauk Center, Minn. Sauk Center Fair. August 28-31.

First day was the big day, with the remainder not so good. Rain spoiled last day and night. H. Norman Smith bought a new truck. Motordrome was popular here. Ferris Wheel and Tilt-a-Whirl tied for top ride money. Dr. Fred Foster's snake show is clicking. Mr. and Mrs. Charles Howe and son joined with bowling alley and fishpond.

NEAL LANIGAN.

Hughey Bros.

Clayton, Ill. Week ended August 27. Location, Recreational Park. Auspices, Old Settlers and American Legion. Business, good.

Show arrived Sunday and was ready for business Monday night. Thursday and Friday crowds were among the largest in show's history. Ferris Wheel topped the rides and Margaret Sheare's bingo topped concessions. A pageant with 150 characters, sponsored by the local auxiliary, helped make the date a success. E. O. AMEN.

Rubin & Cherry

(Railroad)

Syracuse, N. Y. Week ended September 3. New York State Fair. Weather, excellent. Business, good.

First week of this two-week event proved disappointing, but the second week, beginning Labor Day, was expected to bring forth satisfactory attendance. Max Gruberg, George A. Hamid and Dick Kratz visited Mr. and Mrs. Rubin Gruberg here. Plans for a gigantic jam session and 40-act vaude-circus show for the benefit of the National Showmen's Association are under way. The Grubergs also entertained their son-in-law and daughter, Dr. and Mrs. Alexander Margolies, of Philadelphia. The writer was visited by his mother, Mrs. Elizabeth M. Williams, and sisters, Mrs. Earl Miller and Ruth Williams. He also renewed acquaintances with Curly Vadeboncoeur, Louis Kosoff, Dick Welch and Brohmann Roth, of *The Journal*. Dixie Cunningham entertained Mrs. W. M. Tucker and son, Ronald John, of the Al G. Hodge Shows. Col. Jim Eskew shook hands all around. Bud Squires, WFBL special events announcer, took his portable transmitter round the midway for a half-hour broadcast, then followed up with a breakfast program from the privilege car. Ten-in-One folk furnished an *Interesting Neighbors* cast from WSYR's fairgrounds hook-up. Rubin and Jake Gruberg entertained their sister, Mrs. Sarah Torns, and Jake's daughter, Mrs. Edith Singer. Bob Norris' Dipsy Doodle is popular here. Janieve Bell, sister of Mrs. W. B. Davis, joined Tops of 1938. RALPH WILLIAMS.

Crystal

Rockwood, Tenn. Week ended August 28. Ten-cent gate. Weather, good. Business, good.

This stand proved a winner for everyone, especially Darktown Strutters Revue. This being the last still date of the season, plenty of painting and repairing was in progress. Felix Bush joined Leonard Ross' side show. Stanley Siccavage, who sold his penny arcade about a month ago because of ill health, is recuperating at his home in Western New York. Members of Roane County Fair Association visited.

Knoxville, Tenn. Week ended September 3. Auspices, Eastern Tennessee Colored Fair Association. Weather, fine. Business, very good.

Show opened to a big Monday night crowd. Secretary E. L. Smith cooperated well. Art Carver, talker on Darktown Strutters Revue, is remodeling his housecar. Nesbit Johnson, revue's new stage manager, is clicking. Bobby Kork joined Leonard Ross' side-show annex. Walter Bunts is new banner man. Shan Wilcox visited here.

CHARLES STAUNKO.

FRANK R. GRAVES, general agent of Weyls Production Co., whose personality and business tactics have won him many friends thruout the country, is now in his third season in outdoor show business, but his first as pilot and, according to Ed Weyls, manager, his progress in his new post has been astonishing. Graves received his training under Charles A. Hartzberg, manager of the Keystone Shows, and last winter Weyls signed him for the position he now holds.

Ideal

Altoona, Pa. Week ended September 3. Weather, good except Thursday night, when it rained. Business, poor.

After a 475-mile jump from Malone, N. Y., everything was ready for opening Tuesday night. Midway never crowded during the week. Fletcher Hodges left for home to continue his studies. There was no fishing here, so boys contented themselves with cards. M. LASKY.

Rogers Greater

(Baggage cars and trucks)

Alexandria, Tenn. Week ended September 3. De Kalb County Fair. Weather, fine. Business, satisfactory.

There was no racing program Wednesday, when the WSN grand opera furnished the show in front of the grand stand. On Thursday, Friday and Saturday Haag Bros.' Circus was the grandstand attraction and its band made three for the fair—Lankford's Band, with Rogers Greater Shows; L. Claud Myers' Band, from the big show, and the minstrel band, from the side show. A new kiddie ride was added. Rides and shows are being painted. Russell Butler, clarinetist on Lankford's Band, is on the sick list. TIGE HALE.

Zimdars

Princeton, Ind. Gibson County Fair. Weather, ideal. Attendance, good. Business, very good.

Show made an overnight 250-mile move, tearing down at midnight in Fairbury, Ill., and arrived here at 11:30 a.m. in a heavy rain. Mr. Zimdars postponed opening until Monday, but the rain let up and the order was given to set up. Work started at 3 p.m. and the show opened Sunday night according to schedule. To date every overnight move has been successful, despite somewhat long jumps. Wild Bill joined with his Circus Dip, and Jolly Jumbo show also joined. Grand-stand show was one of the best and turned the spectators loose early enough to give the midway a chance. All shows and rides did well, with the Octopus tops and the Tilt-a-Whirl running a close second. Mr. Rhinehart and Mr. Steele, of the fair board, co-operated splendidly.

BUDDY MUNN.

General Amusement

Clifton, Tex. Week ended September 3. Location, City Park. Auspices, fire department. Weather, generally fair. Business, poor.

Business for week very poor. Saturday night's play fair. Week's highlight was the surprise birthday party tendered Mrs. E. L. Winrod, wife of the owner and manager of the shows, at her bingo stand. Show personnel, with the exception of General Agent J. L. Ruckman, attended. He, however, very thoughtfully sent a big cake. Women members on the organization did themselves proud with their home-made cake and fresh fruit punch. Patsi Lee, 22 months old, had the time of her life exploring and examining the many useful presents given her mother. In the center of the birthday cake was a beautiful ring, a little present from Mr. Winrod, while the big present was a beautiful La Salle sedan. Party lasted until the wee hours. Special credit was given Mrs. Lee N. Baker, whose thoughtfulness and untiring efforts made the party such a success. TEX J. ALLISON.

W. S. Curl

Greenfield, O. August 22-25. Auspices, American Legion. Weather, fair. Business, good.

Rides and shows got money here, but concessions didn't do so well. Monkey Show topped shows. A live committee helped things along. A barbecue was tendered personnel of the show by John Stevens and family, who left the show here. DOC EDWARDS.

Hilderbrand's

(Motorized)

Walla Walla, Wash. Southwestern Washington Fair. Three days, ended September 3. Weather, hot. Business, fair.

Show started its long string of fairs here and opened three days prior to fair date. Crowds came out, but didn't spend until fair opened. Walla Walla Day, Thursday, as well as children's matinee found grand stand filled to capacity, but rides, shows and concessions were neglected. Saturday drew a record crowd, but intense heat knifed day play. Manager E. W. Coe had his troubles here as space allotted carnivals is small and it was the first time a show this size played the fair. However, with assistance of Toby, he arranged that everyone had a good location. Ed and Ma Lahay's Dinner Bell Cafe was popular. At the main grand-stand entrance the people were greeted by Hazel Fisher and Verna Seeborg, with their candy floss. A step farther away were Rube Miller, Johnnie Cardwell, Ralph Balcom, Mac McQuillan and Fern Chaney's well-stocked concession. Bud Cross' bingo was situated at the exhibit building entrance. Johnnie Hicks' Trading Post was in show line-up. Stewart's Mystic Temple and Nudist Colony, Al Bird's Athletic Arena, Lewis' Kongo Show, Smith's Tampire, George's Mickey Mouse and Barie's French Casino drew favorable comments from fair officials. Fred Thumberg's Octopus and Putt Putt, Tex Cordell's Tilt-a-Whirl, Cross' Roll-o-Plane, with loop Merry-Go-Round and Ferris Wheel enjoyed good business. Long range and short range shooting galleries were sent to Salem, Wash., for the fair. They will return at Grants Pass, Ore. Betty Coe's absence this week gives us showfolk that something-lacking feeling. She is taking a well-earned rest.

CLAUDE A. BARIE.

Buckeye State

(Motorized)

Unit 1. Belzoni, Miss. Week ended September 3. Auspices, Humphreys County Fair Association. Location, center of town. Weather, clear and hot. Business, good.

Unit 2. Hollandale, Miss. Week ended September 3. Auspices, New Era Club. Location, center of town. Weather, clear and hot. Business, fair until Saturday, then excellent.

No. 1 show played Belzoni to hot weather but a prosperous week. Good crowds prevailed every night and midway was jammed Saturday. Cotton picking had just started and spending was light. Charles Savage topped the midway Friday, with Ferris Wheel beating the Tilt-a-Whirl for the only time this year on Saturday night. Hon. George C. Jackson, former mayor, was a frequent visitor. Dolphus Frazier, concessioner with the show last year, also visited. Happy Mills painted the Ferris Wheel and Ray Kriswell overhauled the Tilt-a-Whirl. Capt. Bill Clark returned to sea after a two weeks' visit with the Edwards family. Lot here was too small to accommodate the show, so rather than move out of town or leave part down, J. A. Gentsch, special agent, made a fast booking in Hollandale and took two of the rides and several shows there and the venture was a financial success. Publisher Ernest E. Smith, of *The Democrat Times;* Colonel

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Starting week of Sept. 19, at Rutherfordton, N. C. Complete orgonized Minstrel Show with Band. We will furnish complete outfit with beautiful Front. Eight Fairs in North Carolina, with eleven Fairs in Florida during the winter months. No time for correspondence. Wire

ART LEWIS, Gen. Mgr.,
Great Barrington, Mass., week of Sept. 12-17.

WANTED—Royal Midway Shows, Inc.

CAN PLACE Corn Game, Workers, not Managers. Also Cook House Help. Must be sober. Capable Agents, for long line of Fairs. Also Truck Drivers, Show People, etc. CAN PLACE Minstrel Show, with or without outfits, and Shows not conflicting. Get where the money is. Reply ROY GOLDSTONE, Warren, Ark., this week; Rison County Fair, Rison, Ark., next week; Desha County Fair, McGehee, Ark., follows. Also 6 other Fairs.

WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT?

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For Two Bands,
ROGERS GREATER SHOWS.

Must join this week. Single, sober men under 170 pounds. No. 1 Band, Southern States Shows. Pay in full, $14 every week.
WALTER LANKFORD, Centerville, Tenn., week September 12.

SECOND-HAND SHOW PROPERTY FOR SALE.
$75.00 Candy Floss Mch., new condition, late model.
$125.00 Tent, 30x40 ft., with sidewall and poles.
$125.00 Genuine Shrunken Head with history.
$25.00 Snow Ball Mch., large size for motor.
$40.00 Antonia Siamese Twins, good specimen. Money Getter.
WE BUY GUESS-YOUR-WEIGHT SCALES AND UNBORN SHOWS. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

WANTED

CURIOSITIES, FREAKS, ODDITIES AND WORKING ACTS SUITABLE FOR SIDE SHOW

For 2 Months, starting early in November (6-day weeks, matinees only). No traveling. Give full description and lowest weekly salary.
JOE J. SMITH AMUSEMENT SERVICE.
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WANT

Ferris Wheel Foreman and Loop-O-Plane Foreman; also A-1 Truck Mechanic with Carnival experience. Don't write, come on. Pay your own telegrams. Can place Man and Wife for good Grind Show. Athletic Show Manager with Talent. Gallatin, Mo., Fair this week; Clinton Fair to follow. Show going south for the winter.

W. E. WEST MOTORIZED CARNIVAL.

MUSEUM PARTNER

Wanted—A man with some bank roll to go in partnership with me to operate what will be the largest traveling museum ever to operate in this country. I will frame and handle all advance details and will manage or assist. Prefer man with couple stores, mitt camp or one with some museum knowledge. Red Watson, Ernie Delahtie, Cash Miller or Halligans reply. RAY MARSH BRYDON, care Bantiy Shows, now Tyrone, Pa.; Week Sept. 19, Clearfield, Pa.

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"BINGO BUSINESS"

A Column About Bingo In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Toney, publisher of *The Belzoni Banner*, and Vera McCormick gave both units some swell publicity. TED JOHNSON.

World of Mirth
(Railroad)

Essex Junction, Vt. Week ended September 3. Champlain Valley Exposition. Weather, cold. Business, fair.

Grosses approximated those of last year. Extreme cold weather during the week affected midway attendance and talkers had to resort to topcoats to keep warm. Shows' main entrance was located at the beginning of the midway both here and in Ottawa last week, attracting much attention. Frances Davis, with Jack Ward's Miss America show, has returned to the shows and in apparent good health. Mrs. Vera Hauck, who underwent an operation in Ottawa, has also rejoined the shows and is well on the way to recovery. Jimmie Owens and his wife joined with their diggers. Shirley Parker is now with Art Gordon's Swing Club. Gilman Brown, youthful manager of Honky Tonk, celebrated his 25th birthday anniversary. Candy men this year are led by the industrious Harry Greene, with Harry Horner, Johnny Ornealas, Earl Walsh, Frank Hill and John Dempsey supervising a corp of assistants. L. Harvey Cann, contracting agent, entertained many friends and acquaintances here. Tom Weldon, editor *The Plattsburg* (N. Y.) *Press* and former showman, was the shows' guest. The writer entertained Tom Russell, *The Billboard* correspondent. JIM McHUGH.

O. J. Bach
(Baggage cars and trucks)

Hudson, N. Y. Week ended September 5. Auspices, Red Men. Weather, chilly and threatening. Business, light.

Red Men did a swell job of handling their first show, but inclement weather proved too strong a handicap and engagement did not finish too far on the right side of the ledger. Weekly social and last this season, was emseed in masterly fashion by Leo Grandy, genial *Billboard* agent and show electrician. Al Devine has made extensive improvements to his sound truck equipment. He reports a satisfactory season. Patsy Vitticore and John Marr have been promoted to foremanship of Whip and Merry-Go-Round, respectively, and have handled the new jobs efficiently. Manager Bach, slightly ill the last few days, had recovered at this writing. Leo Grandy, who is enjoying a well-deserved rest, asked the writer to pinch-hit for him on this week's letter.
JOSEPH HOVEY.

150th ANNIVERSARY

Ohio River Celebration

On River Front, Newport, Ky., September 19 to 24, Inclusive.

Can place Rides not conflicting. Have Merry-Go-Round, Chairplane, Ferris Wheel, Tilt-A-Whirl, Kiddie Rides booked. Want Octopus, Loop-O-Plane, Boomerang or what have you. Have Minstrel and Circus Side Show booked; all other Shows open. Concessions open, no exclusives. Want good Bingo and variety of other Concessions. Also want Sensational Free Acts. Prefer Triple Balloon Ascension.

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CLEARFIELD, PA.

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BANTLY'S ALL-AMERICAN SHOWS

Evangeline Shows Wants

Loop-O-Plane, Octopus, Pony Track, Drive Own Cars, with or without transportation. Fun House, good Illusion, Crime Show, Posing Show, Big Snake, Ten-in-One, Midget or Fat People Show. Concessions open. Durant, Okla., Free Fair, September 12-17; Hope, Ark., Fair, week September 19-24. Address C. R. LEGGETTE.

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Will place the following Shows: Snake, Illusion, Mechanical City, Fat, Life or Unborn, or any Show of merit that will not conflict with what we have. Also Stock Concessions of all kinds. No racket. For the following bona-fide Annual Fairs: Henderson, Ky., Community Fair; Lawrenceburg, Tenn., District Fair; Florence, Ala., North Alabama State Fair; Enterprise, Ala., Coffee County Fair; Alexander City, Ala., Tallapoosa County Fair; Roanoke, Ala., Community Fair; Montgomery, Ala., Middle State Fair. Muncie, Ind., this week. Write or wire ARTHUR ALEXANDER, Manager.

L. J. HETH SHOWS

WANT Shows with or without own outfits. Loop-o-Plane with own transportation. Performers and Musicians for Minstrel Show. Manager with Girls for Posing Show. High-class Aerial Free Act. No time to write, wire. Novelties and Frozen Custard open, also Legitimate Concessions. Milan, Tenn., week September 12; Jasper, Ala., Fair, week September 19; Marietta, Ga., Fair, week September 26; Opelika, Ala., Fair, week October 3. Five more Fairs to follow.

W. E. West
(Motorized)

Valley Falls, Kan. Week ended September 3. Location, fairgrounds. Weather, fair. Business, good.

Everyone on the show is in good spirits since the last few spots have been good ones. Mrs. West has purchased three new rides and several new trucks. Babe Emswiler made a trip into Illinois and brought his daughter, Harriet, back for an extended visit. She joined the free act. Greta Ford has taken over Peaches and Temptation shows. Frenchy Malone is going to town with the Hula show. Mr. West and the writer purchased new cars at Fort Dodge, Ia. Irish Kennedys also took delivery on a new car. Maybelle West left for Cherryvale, Kan., to enter school. Organization was sorry to learn that Moody Cook's young brother was placed in the sanitarium at Booneville, Ark. Doc J. A. Burns and wife visited the writer at Eagle Grove, Ia. Doc is now advance agent for Reynolds & Wells Shows. BETTY JOHN.

Parade of Shows
(Motorized, baggage cars)

Itasca, Tex. Week ended September 3. Firemen's Fifth Frolic. Weather, fair and warm. Business, fair.

Several on the sick list this week, including General Manager A. A. Lane. Water situation at Nocona, Tex., seems to have caused the ailments. Week was quiet, with no hectic spending, but shows enjoyed a fair week's business. Visitors included Joe Gavin, of Valley Shows; Carl Kenedy, Dallas Tent and Awning operator; Belle Cunningham, Red Wilson, Tex Stevens, Miss Mead, M. L. and Marie Blount and Mrs. Virgil Mills. Mrs. Roland Smith spent several days with her husband, she operating a string of concessions at Arkansas and Corpus Christi. Tom Morris and Roland Smith visited the Tom Mix Circus at Wichita Falls Monday, as did Charles and Lillian Cudney and their master mechanic, Bill Calloway. New faces on the midway include Bobbie Burns and wife, Steve Morgan and family, R. Johnson, R. Hodge, E. C. Peach and Jimmie Welch. Mrs. Jack Allison is visiting for a couple weeks. Director-General Lane and his secretary made several business trips to El Paso and Oklahoma City. B. C. McDONALD.

Dixie Model

Pocahontas, Va. Seven days ended September 5. Auspices, American Legion and U. M. W. of A. Weather, ideal. Business good.

Under the most favorable conditions that could be desired, shows got away to a fair start. Business increased nightly and wound up very satisfactory on Labor Day. Gates opened at 9:30 a.m. with attractions operating at 10. Taylor Bros.' free acts arrived one day behind schedule due to motor trouble. Show awarded prizes Monday night in lieu of free acts as advertised. J. B. McLeavy joined for the week with his Peek-a-Boo Show and Eddie McGuire operated the Athletic Show for the week. A number of former members joined for the remainder of the season, including Mr. and Mrs. K. B. Barnhill, with Loop-o-Plane; Mrs. Eddie Cole, concessions, and Doc Russell, with his Brown-Skin Revue. Longmore Neister joined with Kiddie Auto. Mr. and Mrs. Charles Payne Kamara and Arizona Kid MacLane and wife have taken over Wonderland Show. Minstrel Show topped shows and Ferris Wheel topped rides. Hazel Bolt Royel's bingo had a big week. Barbara Elizabeth and Hazel Virginia Kepley, daughters of Mrs. Dixie Kepley, returned to school at High Point, N. C. Jack and Chester Royal have returned to North Carolina. CHRIS M. SMITH.

World's Exposition

Richmond, Va. Week ended September 3. Auspices, Veterans of Foreign Wars. Location, Petersburg pike and Maury street. Ten-cent gate. Weather, fine; little rain Saturday. Business, fair.

Engagement here was a pleasant one with location and auspices good and everything in readiness for opening, thanks to Joe Mannheimer. Business was better than of late. Norman Wolf's French Casino and Charles Gramlich's Rainbow Frolics ran neck and neck for top money. Motordrome featuring Dorothy Stone was popular. Station WRNL owned by *The Richmond News Leader* gave three complimentary 15-minute broadcasts and turned program over to the writer who used Dorothy Stone, Winnie Wright, Charles Joy Gramlich and Jockey Watson. *The Richmond Times Dispatch* and *The News Leader* were liberal with space. Mrs. John Marks and party and Doctor Fleming, president Louisville Fair, were welcome visitors. Shows have been renovated. Maxwell Kane was thoroly at home with authorities and everyone experienced smooth sailing. Had slight opposition Saturday from Barnett Bros.' Circus, but neither suffered to any extent. Mrs. Gruberg's bingo, handled by Don Venning, enjoyed a good week. The following attended the stork shower given Mrs. Ruth Rogers by Elsie Wolf and Dorothy Montanaro: Dorothy Stone, Mrs. Rose McNelley, Mrs. Firpo, Mrs. Rose Kahn, Misses Wilhamena and Lottie May and Mrs. Frank Pence, Mrs. Winnie Wright, Mrs. Lillie Rupp, Mrs. H. Van, Mrs. Webber and Mrs. Anna Nicholson.
DICK COLLINS.

Jolly Jaillet

Jamestown, N. Y. Week ended September 3. Auspices, Macabees. Weather, cool. Attendance, poor. Business, none.

Show moved here about three weeks after Max Gruberg played it. Max called it the garden spot of all bloomers, and it turned out to be just that. Nearly all who came on the midway seemed to be trouble makers and those who were okeh had no money. Committee worked hard to make date a success. Tuesday night there was to be a big parade, but some member of the committee notified persons not to come and as a result there were only nine in the parade, three of whom were judges who retained four silver loving cups until a future time. Frank Warner's Diamond Lil Revue did fair business. Athletic Show, featuring the great Palinski, drew lightly, as did Mrs. Olsen's bingo. Show made the earliest and quickest teardown Saturday night in its history with exception of office, which was up late working with red ink. DUKE WILSON.

L. J. Heth
(Motorized and baggage cars)

Fairfield, Ill. August 24-27. Wayne County Fair. Business, good.

This was the fourth successive year show played this fair and no better cooperation could be asked for than that given by the fair board, including Mr. Steiner, Mr. Bonner, Mr. Montgomery, Mr. Anderson and Mr. Johnson. Business was on a par with last year, the Octopus topping the rides and Charlie Wrenn's Motordrome topping the shows. Russ' Musical Revue was a close second. Mrs. Heth was busy all week entertaining visitors, including her mother, Mrs. Mary Sparks; Mrs. T. J. Tidwell, of Tidwell Shows, and Mr. and Mrs. Howard Reeves and children from Birmingham. Writer has replaced Lester Parrish as *The Billboard* agent and mailman. Happy Stewart has succeeded Tom Parker as bannerman. Captain Frank Russell joined with his side show. General Agent Joe J. Fontana returned from a trip south and reports that he found conditions much improved over last year.
BILLIE LEWIS.

STAR OF JOHNNY BRONSON'S Globe-a-Drome, thrill show on the Johnny J. Jones Exposition, is the title enjoyed this season by Iris Stewart. After four years of riding motorcycles in dromes, Miss Stewart is this season presenting an uncaged, unchained auto-riding lion act to reported record - breaking results. Photo by Jack E. Dadswell.

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Shows Aid Lakewood Fete

LAKEWOOD, N. Y., Sept. 10.—Home-Coming Festival, sponsored by Lakewood Athletic Club here on August 22-27 to raise funds for a clubhouse, was successful, committee getting a good profit, reports Chairman Lee P. (Tops) Krusen, former showman. Jolly Jaillet Shows, with four rides, four shows and 30 concessions, were featured, and Arnold's Barnyard Frolics on a midway stage was free act. Children's, Fraternal and Firemen's days were big draws, featuring prize parades and drill-team competitions. Event was advertised in the press and by window and bumper cards, lithos and radio broadcasts. On the committee were Mrs. R. A. Greenwood and H. Deitzel.

Neb. Fete Has Attractions

RAVENNA, Neb., Sept. 10. — Annual Ann-E-Var Celebration sponsored by the Chamber of Commerce here on August 25-27 was successful, about 20,000 attending, reports Secretary A. E. Erazim. Frederick Amusement Co. had five rides and four shows on the midway. Free acts were Fred Harper's ponies, mule and dogs; Victor Drum, high pole, and Mitchell Trio, globe balancing. Donations from merchants to stage the event amounted to $500. There were band concerts, prize kid parade and agricultural, fancy work and home economic displays.

Acts, Rides at Indiana Spot

CROMWELL, Ind., Sept. 10.—Attendance was big and business good at the 20th Annual Celebration here on September 5, reports Harry Hussey. On the midway were Weer's five rides, 39 concessions and shows. Free acts were the Steiner Trio and Skating Smith. There were band concerts and ball games. Event was advertised two weeks in advance with sound truck and 10,000 bills.

0. Tomato Festival Draws

BOWLING GREEN, O., Sept. 10.—Heavily attended, the four-day Wood County Tomato Festival ending in City Park on September 1 was successful, said C. M. Galliher, chairman. Free act was Rita and Dunn, high wire. R. L. Edwards' five rides and about 40 concessions were on the midway. Among shows were Dick John's Playland, Phil Phillips' Ten-in-One and Jack Leystan's All-Boy Revue.

Midway Is Set for Jubilee

PARIS, Tenn., Sept. 10. — Three-day Nancy Hall Jubilee, sponsored by the Young Men's Business Club here, will have a midway, and Francis Craig's Orchestra will play the Coronation Ball in Municipal Auditorium, reports S. E. Horobetz. Charles G. Neese is general chairman. There will be four parades; products, horse and dog shows; skeet shoot, football game, street dancing and beauty revues.

EL PASO, Tex., Sept. 10.—Verne Newcombe has established offices in El Paso to handle two events here. He signed this week to present a fireworks spec, *Siege of the Argonne*, for the annual Sheriffs' Jamboree, sponsored by Sheriff Chris P. Fox. He will also handle several independent concessions for the event. Newcombe is contracting rides, shows and concessions for the Fall Harvest Festival. This will be his second year as midway director of the event.

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K. C. Jubilesta Ready With Big Galaxy of Pro Talent for Shows

KANSAS CITY, Mo., Sept. 10. — At Kansas City Jubilesta, third annual, which will open Saturday afternoon in Municipal Auditorium, first show in the main arena will star Connie Boswell, Joe Cook, Jimmy Grier's Orchestra, Nick Lucas, two local pit bands and a dozen vaude acts, including two girl dance lines.

Downstairs in Exhibition Hall an aquatic show will have Lottie Mayer's Disappearing Water Ballet; Ross, Pierre and Schuster; Hudson Wonders, Swanson Brothers and others seen at Great Lakes Exposition, Cleveland. In the Little Theater Frank D. Shean will be in charge of a Tinytown Midget Show and miniature exhibit. Music Hall, scene of outstanding legit productions in former years, will be dark during Jubilesta week for the first time.

Opening main arena bill will carry thru Sunday night. Then Hugh Herbert, Henry Burr, Uncle Ezra, Hoosier Hot Shots and cast of the radio show starring Uncle Ezra moves in for two days, also supported by vaude acts and local music. Burns and Allen will appear on Wednesday and Thursday with a variety bill. Friday night Jimmy Dorsey's Band and four collegiate orks, all professional, will engage in a "rhythm rodeo and battle of bands." Also Friday night will appear a radio show, *The Laugh Liners*, with Jack Fulton and Billy House. Rudy Vallee and company will close the event on following Saturday and Sunday.

Lincoln G. Dickey, general manager, predicts 150,000 attendance. Tickets are selling fast. Show is sponsored by merchants and business men in the belief it will hypo trade. Bookings, said Manager Dickey, were thru William Morris, Rockwell-O'Keefe and direct.

55,000 Are Drawn For Peach Festival

DETROIT, Sept. 10.—Crowds at Romeo (Mich.) Peach Festival were estimated at 55,000, slightly under last year, on September 3-5. Frank Miller Shows were on the midway.

Elaborate program of free acts was again managed by Elgin Mason, who returned from California, where he has been for about a year. Acts were booked thru the Betty Bryden office.

They included Elgin Mason, "Change Mon"; Mac and Daley; Bonjer and Andrellita, musical comedy team; May Blondell, dancer; Reta Rogers and Rhythm Boys; Thoreson, juggler; Jess Sides, novelty act, plus Harlem Aces Band.

Scio Festival Successful

SCIO, O., Sept. 10. — Favored by weather, the recent three-day annual Fall Festival, sponsored by the Civic Club here, had the largest attendance in years and was successful, the committee reported. Event was held on three blocks of main street. Program included radio and vaude acts, contests, boxing matches, and concluded with Capt. Earl MacDonald's high fire dive. Roy Gooding's Merry-Go-Round, Eli Wheel and Kiddie Ride were on the midway with Larry Larrimore's bingo, pitch-till-you-win and ball game.

Circus Plays Labor Doings

COLUMBUS, Ga., Sept. 10. — Crowds were big and business fair at the successful 10th annual celebration, sponsored by Central Labor Union and affiliated organizations on the fairgrounds here on September 4 and 5. There was a brief but heavy rain Monday afternoon. Mighty Haag Circus and rides of Lee Amusement Co. were attractions, with Don Carlos' animal show as free act. Committee, headed by President W. C. Jeffries, of the labor union, handled arrangements.

Railway Men Are Sponsors

COLUMBUS, O., Sept. 10. — Joe S. Scholibo, press representative, and Homer Gilliland, special agent of Hennies Bros.' Shows, contracted as feature attraction for the Mardi Gras Week and Celebration, sponsored by the Order of Railway Conductors and Auxiliary, arrived here last week to make preparations. Event will be directed by E. Ray Zimmerman. Banner and telephone men have been working for weeks on the promotion. Each night radio audition contests will be held on a midway stage by J. J. Nevins. H. C. Taylor will handle a baby contest. There will be parades two afternoons, winding up at Mound street showgrounds.

Shorts

R. H. WADE'S five rides, managed by Harry Detrick, will play the annual two-day American Legion Post Columbiana (O.) County Street Fair. Larry Larrimore will be in charge of the midway.

ANNUAL Tournament of Lights sponsored by the Chamber of Commerce in Newport Harbor, Balboa, Calif., on August 20, attended by about 150,000, featured fireworks and boat parade, said Harry Welch, secretary.

SUCCESSFUL Bowling Green (Ind.) Old Settlers' Reunion on September 2 and 3 was financed thru revenue from concessions and Rumble's rides, reported McNary Hoffa. Free act was the St. Julians, aerialists. There were musical numbers and contests.

NEWTON (N. C.) 46th annual Soldiers' Reunion sponsored by the American Legion Post and Merchants' Association on August 15-20 had R. C. Lee's four rides and concessions, said Miss Willie Self, secretary.

LEE CRAMER was contracted to direct a rodeo in Brigham City (Utah) Peach Days on September 9 and 10.

COMBINED war veterans' organizations, Waco, Tex., are arranging a six-day celebration on Cotton Palace grounds which, it is hoped, will become an annual event, said W. S. Foster. State-wide publicity campaign is being started.

FREE ACTS at Monticello (Ind.) Fair and Old Settlers' Celebration on August 25-27 were Reynolds and Collette, Bessie Hollis and Co., Argentine Duo, Three Radio Aces, Joe Franklin and Pals and the Mathieus, contracted thru Burton offices, which also booked the St. Julians for an event in Bowling Green, Ind.

PROFIT OF $1,500 was made by the city and American Legion Post-sponsored Sulphur Springs (Tex.) Old Settlers' Reunion on August 1-6, reports Russell M. Chaney, chairman.

SUCCESSFUL 30th annual Frazeyburg (O.) Home-Coming Celebration, sponsored by merchants and directed by M. C. Graham on August 25-27, was well attended. J. J. Evans' mules and dogs and Ernest Moore, magician, were free acts. There were band concerts; amateur shows, emseed by Nate Miller; round and square dances and Zanesville night.

TWO-DAY street fair at Andover, O., F. A. Woodward, chairman, will have J. R. Edwards' Merry-Go-Round, Chairplane, Kiddie Ride, Loop-o-Plane, Ten-in-One, *Hollywood Revue* and Mickey Mouse show, Jack Leystan's *All-Boy Revue*, Eddie Weekly's cookhouse and other concessions. Bigger premiums will be offered, and there will be an amateur show.

Cote's at Harvest Jubilee

ALMA, Mich., Sept. 10. — Featuring Cote's Wolverine Shows and free acts booked thru Ferris E. Phillips, seventh annual Free Harvest Jubilee, sponsored by the Chamber of Commerce here on August 26 as a good-will gesture, was most successful in history, about 10,000 attending, reports C. A. Gross, manager. Event, financed by concession revenue and merchants' donations amounting to $975, had a soap-box derby, boxing and boat racing.

FAIR GROUNDS——

(Continued from page 34)

about $20,746.33. Premiums totaled $5,549 against $6,200 last year.

BURTON, O.—With more than 10,000 attendance over Labor Day, Geauga County Fair, reported Charles A. Riley, secretary, was one of the most successful ever held here, with horse races and X Bar X Rodeo before the grand stand and J. R. Edwards' Eli Wheel, Merry-Go-Round, Loop-o-Plane, Kiddie Ride and Chairplane; Jack Leyston's All-Boy Revue, Mickey Mouse Show, Phil Phillips' World on Review, Ten-in-One, Gillispie's root beer and Eddie Weekly's cookhouse on the midway.

NORWALK, O.—With attendance best in years, the 1938 Huron County Fair will show substantial profit, said J. F. Henninger, secretary. More money went for free attractions than in any previous year. C. A. Klein had Carmen and Crowley, comedy acrobats; Arnold's Barnyard Frolics; Lillian Strock, aerialist; Barney Arneson; Burt Lang, high perch, and Jack and Sills. On the midway were F. E. Gooding rides in charge of George Pence, Buck Maughman's pit show and Jack Perry's fat girl show.

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Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 MACHINES — 5 1c SNACKS, THREE COLumn Nut and Confection Vendors, $12.00 each, with floor stands; 2 Gottlieb 1c Grip Testers, $7.50 each; 50 Columbus 5c Peanut Vendors, $3.00 each. **ROBBINS COMPANY,** 1141B DeKalb Ave., Brooklyn, N. Y. se17

AAA-1 FACTORY RECONDITIONED BARGAINS —1938 Tracktimes, $170.00; Kentucky Clubs, $145.00; either with Skill Attachment, no extra charge. Immediate delivery on 1938 Tracktimes and Multi Free Races. Write **W. E. KEENEY MFG. CO.,** 2611 Indiana Ave., Chicago, Ill.

AAA-1 BARGAINS—1937 TRACK TIME (RED Head), $95.00; 1938 Bally Skill Field, $89.50; 1938 Kentucky Club, $145.00; Derby Day Console, $39.50; Fast Track Console, $17.50; Gottlieb Derby Days and Hi Cards (with clocks), $17.50; Bally Reserve, $37.50; Dux and Silver Flash, $15.50. Write today for our list of used machine bargains. **THE MARKEPP COMPANY,** 3326 Carnegie Ave., Cleveland, O.

ALMOST FORGOTTEN — CAR LOAD EDISON Diamond Disc Phonograph Recreations. Never used. Operatic, concert, hymns, old time tunes, band and dance records. Plays both sides. Patented U. S. 1910-1916. Original price $1.00 to $4.25. Make offer on assorted lots, 100, 200, 300, 400, 500. My selection. **L. S. BURNS,** Tucker, Ga. x

ARCADE MACHINES — DIGGERS, BUCKLEYS, Eries, Merchantmen, Mutoscopes, Iron Claws, Candy Bar, Cigarette Machines, 200 Peanut Machines, Skeeballs. Bargains. **NATIONAL,** 4242 Market, Philadelphia.

AUTOMATIC PAYOUTS — THOROUGHLY cleaned, mechanically perfect, at bargain prices. See our display ad this issue. **SOUTHERN NOVELTY COMPANY,** 125 W. Central, Valdosta, Ga.

BAMBINO, $40.00; JUNGLE, $34.50; SWING, $32.50; Gaytime, $32.50; Snappy, $32.50; Silver Flash, $19.50; Q. Ts., $35.00; Slots, $10.00 up; Reel Spots, $9.50; Ginger, $12.50; Rose Bowl, $15.00; Beamlite, $15.00; Ricochets, $7.50; Firecracker, $7.50; Stoner Races, $10.00; Auroran, $15.00; Chicago Express, $19.50; Jockey Club, $69.50; Dark Horse, $39.50; Forward March, $10.00; Tournament, $10.00; 9 Ft. Rola Scores, $35.00; 14 Ft. Rola Scores, $45.00; Reserves, $39.50; Coney Island, $44.00; 120 Pack Cigarette Machines, $19.50; Peanut Machines, $4.50; Ball Gum Venders, $4.50; Mills Wheel, $17.50; Penny Pack, $7.50; Sweepstakes, $7.50; Turf Flash, $7.50; A. B. T. Guns, $9.50; Hare and Hound, $14.50. **LEHIGH SPECIALTY CO.,** 2d and Green Sts., Philadelphia, Pa. x

CONSOLES — MONEY-MAKERS READY TO make money. See our display ad this issue. **SOUTHERN NOVELTY COMPANY,** 125 W. Central, Valdosta, Ga.

COUNTER MACHINES AND COUNTER GAMES of all kinds sacrificed for quick sale. Send for list. **A. L. KROPP,** Tuscaloosa, Ala. se24

FOR BARGAINS IN USED SLOT MACHINES and Console Tables write **A. R. KISER,** 127 N. Brevard, Charlotte, N. C. se24

FOR SALE—20 SIX-FOOT POKER TABLES, like new, perfect condition. **NATHAN FABER,** 137 Beach 84th Street, Rockaway Beach, N. Y., Belle Harbor 5-0379. se17x

FOR SALE OR TRADE—1 SNOOKER, 1 DAILY Races, 1 Rainbow, 15 Pin Ball, 10 Counter Games. Will trade for Strength Scales or what have you. **JOE HUNNESHAGEN,** Kewanna, Ind.

FOR SALE OR TRADE — ONE POPMATIC, slightly used. Can use Scales, Bowling Games, what have you. **BOB HEDRICK,** Elkins, W. Va.

FOR SALE — WURLITZER P-12, 25 SILVER King Venders, 21 Neco Peanut Venders, 25 Crown 1c Merchandiser, 7 Lincoln, Jr. Scales, $18.50. **L. R. PORTER,** Alexandria, Ind.

FOR SALE—TEN PACIFIC AMUSEMENT BEAN-O-Bag Machines, $350 for all; $100 with order, balance C. O. D.; $50.00 extra crated. Different. Circular on request. **LEO KILLELEA,** 7932 Ingleside Ave., Chicago.

FOR SALE — TWO MILLS STUDIOS, $125.00 each, and one Mills Do-Re-Mi, $69.50, late models; five Rock-Ola Regular, 12-Record, $49.50 each. All in good condition. 1/3 cash with order, balance C. O. D. **ATLAS COIN MACHINE CO.,** 1209 Washington St., Boston, Mass.

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY,** 1824 East Main St., Rochester, N. Y. oc1

NOVELTY GAMES—WIDE SELECTION, EVERY one perfect mechanically and ready to operate. See our display ad this issue. **SOUTHERN NOVELTY CO.**

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell Paces Races Parts. **CHARLES PITTLE,** New Bedford, Mass. se24x

PEANUT MACHINES — FACTORY REBUILT, like new, six-pound capacity, $3.50 for sample; $3.00 each in lots of 25. Five Popmatics, like new, list price $259.50; sell for unpaid balance, $164.00 each. **TORR,** 2047 S. 68th St., Philadelphia, Pa. x

PENNY PLAY SLOTS, $14.50; NICKEL WATling Twin, $16.50; Rolatops, $26.50; War Eagles, $27.50. High grade Used Phonographs. **COLEMAN NOVELTY,** Rockford, Ill.

POP-O-MATIC—IN PERFECT SHAPE, $39.50; Used only few weeks. Pamco Marksmen, $10.00; Flying Duck, $15.00; Gorilla, $10.00; Merchantmen, Roll Front, $50.00; Exhibit Rotary Merchandisers, just like new, $125.00; Seeburg Deluxe Selectophones, $37.50. **E. & R. SALES CO.,** 813 College Ave., N. E., Grand Rapids, Mich. se24

SACRIFICE — FIFTEEN PENNY HAND OPerated Diggers, $7.50 each. One-third deposit on orders over $10.00. **BELVEDERE PENNYLAND,** Keansburg, N. J. se17

SACRIFICE — 75 BOWLING GAMES, IN A-1 shape. Rockoballs, Bowlettes, Bally Rolls, Rola Scores, Magic Rolls, Bumper Bowling, Wurlitzer Skee Balls. **GRAND NATIONAL,** 2300 Armitage, Chicago, Ill. oc8

SEND FOR BADGER'S BARGAIN LIST — OVER 500 reconditioned machines. Phonographs, Consoles, Payouts and legal machines at prices you hoped for. Write today and save money. **BADGER NOVELTY COMPANY,** 2546 N. 30th St., Milwaukee, Wis. se24

SIX-COLUMN CORRETTA CIGARETTE MAchines and Four-Column Stewart-McGuires. Capacity 100 and 150 packs, $14.95 each; 6 for $100. Half deposit. **CLEVELAND COIN,** 2336 Prospect, Cleveland, O.

SLOTS—ALL MAKES, THOROUGHLY RECONditioned, buffed and repainted, like new. Money-back guarantee. See our display ad this issue. **SOUTHERN NOVELTY COMPANY,** 125 W. Central Ave., Valdosta, Ga. x

TEN DOME AND FLAT TOP MERCHANTMEN, $22.50 each. Baby Streamlines, $45.00. Half deposit. **CLEVELAND COIN,** 2336 Prospect, Cleveland, O.

TOM MIX RIFLES — DEMONSTRATOR MAchines, almost new, $140.00 each. **ROCK-OLA MANUFACTURING CORP.,** 800 N. Kedzie Ave., Chicago, Ill. se17

TOM MIX RADIO RIFLE—JUST LIKE NEW, reconditioned at factory. Equipped with "Shoot Till You Miss" feature, which automatically gives player ten free shots if he is successful in hitting ten ducks without a miss. Formerly sold for $434.50; $140.00 each while they last. First come, first served. **ROCK-OLA MFG. CORP.,** 800 N. Kedzie Ave., Chicago.

USED PHONOGRAPHS — 1935, '36 AND '37 Models, $25.00 up. Write for price list. **KANSAS NOVELTY,** 555 W. Douglas, Wichita, Kan. se24x

USED PHONOGRAPH RECORDS — IN GOOD playing condition, $2.35 per 100. Cash with order. **MISSOURI TAVERN SUPPLY,** 421 Walnut, Springfield, Mo. oc1

WANT PHONOGRAPHS—ADVISE QUANTITY, model. Pay cash. Also have large supply Pin Games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE,** 3353 Lasalle Blvd., Verdun, P. Q., Canada. no19x

WANT TO BUY—FAIRGROUNDS, PREAKNESS, Arlington and Bally Reserves. Write full details in first. **THE MARKEPP COMPANY,** 3326 Carnegie Ave., Cleveland, O. x

WANTED TO BUY FOR CASH—USED WATling Scales not over two years old. **TWIN CITY NOVELTY CO.,** 4607 Nicollet Ave., Minneapolis, Minn.

WANTED—1000 COUNTER MACHINES OF ALL types for cash. We buy, sell and trade. Send for our list of reconditioned Counter Machines. **COUNTER MACHINE EXCHANGE,** 3307 Armitage Ave., Chicago. x

WANTED—SLOT MACHINES, CONSOLES AND Race Horses, Wurlitzer Victrolas. **C. & N. SALES COMPANY,** 815 Poydras St., New Orleans, La.

⅝" BALL GUM, FACTORY FRESH, 11c BOX: Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING,** Mt. Pleasant, Newark, N. J. se17x

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY,** Chemists, BH-1142 Sunnyside, Chicago. tfnx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT,** 4042 N. Keeler, Chicago.

NEW, DELICIOUS CHEESE CORN—CLEAN UP at fairs, parks. Practical formulas for mail order, canvassing, pitching. Complete formula service. **ASSOCIATED CHEMISTS,** Indianapolis, Ind.

FOR SALE—SECOND-HAND GOODS

AMERICAN BOX BALL BOWLING ALLEYS— (1 Pair), good condition. Address **BOX 90,** Walkerville, Mich.

CORN POPPERS—GASOLINE PORTABLES, ALL- Electrics, Long-Eakins Rotary, Kettles, Caramelcorn Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO.,** 1528 19th, Des Moines, Ia. no19x

INTERNATIONAL TRUCK—1936 MODEL, 1½ ton. Equipped for sound; side folds out, making stage. 7,000 actual mileage. Cost $1,500.00 to build. Price $600.00. Write for pictures. **POPE DRUG COMPANY,** Jefferson City, Mo. x

LORD'S PRAYER PENNY MACHINE — BLUE Dot make, with stand. Never used. Price $50.00. **F. A. MINARD,** 3503 Vine St., Cincinnati, O.

NEW "VELVO" FROZEN CUSTARD AND ICE- cream Machines, complete freezing and storage unit, $159.00. Write **FROZEN CUSTARD CO.,** Castonia, N. C. se24

WARDROBE TRUNKS—MENDEL, HARDMAN, Innovation, etc. Honestly repaired, relined. Very reasonable. Also theatrical work. **FLATBUSH LUGGAGE REPAIR SHOP,** 1571 Nostrand Ave., Brooklyn, N. Y., I. R. T. Subway, Church Ave., 2 blocks south.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 BARGAINS—GIRL IN FISHBOWL, WAX Show, Human Fly Act, Two-Headed Baby, Ant Circus. **UNIVERSAL,** 3238 S. State, Chicago.

FOR SALE—FISH BOWL FOR "GIRL IN THE Fishbowl" Attraction. Excellent condition. **FROLICS,** Salisbury Beach, Mass. se17

FOR SALE—8-CAR WHIP PARK RIDE. IDEAL small park. Good condition. Operating all season. Cheap. **BOX 5964,** Indianapolis, Ind. se24

FOR SALE — THE BEST PRESERVED REAL Human Mummified Body ever shown the American public. Will stand close inspection by doctors or anybody else. **J. OMER BARNHART,** 107½ S. Broadway, Peru, Ind.

FOR SALE CHEAP — MERRY-GO-ROUND Organ, $50.00; Fordson, used to drive 40-Ft. Merry, $50.00. **WM. BURGHARDT,** Sunset Bay Pk., Irving, N. Y. se24

ROLLER SKATING MAT—8x10 FEET, GOOD condition, roll up type. **ACE ROLLER,** 126-02 Roosevelt Ave., Corona, L. I., N. Y.

HELP WANTED

A HILLBILLY UNIT—SINGLES, THAT DOUBLE. Write. Radio, union, no hams. **JACK NORD,** K. F. B. B., Great Falls, Mont.

AGENT WITH CAR—BOOK MAGICIAN. PER- centage. **OLVANI,** 43 Banks St., Brockton, Mass.

COWBOY AND COWGIRL MUSICIANS — Singers, Yodlers, Violin, Accordion, Bass, Girl Trumpet Player. All must read at sight. Steady all winter, $30.00 per week. Must have Western costume or be able to get it. Send photos. Write, don't wire. **MELODY RANCH SHOW,** Hotel Annex, Columbus, O.

DANCE ORCHESTRAS—FOR ROAD WORK AND locations. Must be organized and have good references. **JAY McCONKEY,** Hotel Reid, Kansas City, Mo.

GIRL VOCALIST — YOUNG, ATTRACTIVE, with rhythmic style. Send photo and full particulars. **ORCHESTRA,** 312 Stocker Court, Elkhart, Ind.

MUSICIANS WANTED FOR CLUB BAND— Good appearance, reliable, reasonable. Read, fake, popular. Rhythm Guitarist, Rhythm Piano, Swing Sax, double Clarinet, $15.00 weekly. Wire C. O. D. **J. C. WILLIS,** 5 Points Beverage Co., Dothan, Ala.

MUSICIANS FOR FAIR SEASON — CORNET, Clarinet, Bass, Baritone, Drummer. Write **FRANK HIGGINS,** 514 E St., N. W., Washington, D. C. (Pay your own wires.)

WANTED—GOOD, YOUNG, SMART TUMBLER (no amateur). Send photo and particulars. Join established performer. **PREVOST,** Steeplechase Park, Coney Island, N. Y.

Show Family Album

MEMBERS of Gentry Bros.' Circus, season of 1927. From left to right: Betty Stevens, Ida White, name of the next woman is not remembered, Mrs. Harry McFarland, Bessie Hollis, Betty Zenero Leonard, Pearl Clark, Vonnie Orman King, Naida Miller Perex, Sadie and Angelic Clark, Bessie Clark Orman and Dolly West.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED—ONE EXPERIENCED LADY PALM or Crystal Reader. Also one willing to learn. Going South for all winter. State age, weight and your birthday. **MYSTIC MAHITI,** Billboard, Cincinnati, O.

WANTED QUICK — MED PERFORMERS, ALL lines. Winter work in sight. Salary sure. Write or wire **CHIEF GRAY,** Bourbon, Mo.

WANTED — CONTRACTING AGENT FOR OR- chestra. Must be a high pressure salesman, neat and reliable. State salary expected. New England and New York. References required. Good circus agent considered. **BOX C-636,** care The Billboard, Cincinnati, O.

YOUNG, SHAPELY CHORUS GIRLS—STEADY year round work. Sure pay. Must do numbers. **HANK GRIMES,** Gillis Theater, Kansas City, Mo.

LOCATIONS WANTED

WANTED TO RENT — BUILDING SUITABLE for Roller Skating. Maple floor. Give particulars. **MRS. A. R. WARREN,** R. R., Congerville, Ill.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 Illustrated page catalogue, 30c. **NELSON ENTERPRISES,** 198 South Third, Columbus, O. se24

FREE!—OAKS MARVELOUS MEMORY, SPEC- tacular Mindreading Cards, with 200-page professional magic catalog, 10c. **OAKS MAGICAL,** Box 171B, Oshkosh, Wis.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. se24x

MAGICAL CARDS, TRICK DICE, INKS, DAUBS, Books, Jokes and Novelties. Write immediately for free literature. **VINE, HILL & CO.,** Box 35, Dept. BB, Swanton, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionette. **PINXY,** 1261 N. Wells, Chicago, Ill. Illustrated folder free. se24

VENTRILOQUIAL FIGURES—24-PAGE ILLUS- trated Catalog, 10c. **FRANK MARSHALL,** 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. se24

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. — THEY are different and distinctive. Write for our low interesting quotations. **APELT ARMADILLO FARM,** Comfort, Tex. se24x

M. P. ACCESSORIES & FILMS

BIG FALL SALE—TALKIES. REDUCED PRICES on Westerns, Features, Roadshow Attractions. Sound Projector bargains. We trade. **BUSSA FILM EXCHANGE,** Friendship, O.

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From $189.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.,** 1600-B Broadway, New York, N. Y. se17x

NEW LIST OF EQUIPMENT READY FOR DIS- tribution. Let us know what you need. Lowest prices quoted. **ZENITH,** 308 W. 44th, New York.

SAVE MONEY ON YOUR 35MM. SOUND Film Rental. Complete programs, $15 week. We have the largest variety of Features and Shorts. **MUTUAL THEATRE SUPPLY, Inc.,** Virginia, Ill. se17x

WHEN IN THE MARKET FOR THEATRE EQUIP- ment, Road Show Portable Projectors and Films drop us a line. **WESTERN FEATURE FILMS,** 1018 S. Wabash Ave., Chicago. oc1

35 MIL. SOUND ON FILM—WESTERNS, AC- tions, Drama, Sex, Gangsters. List. **APOLLO EXCHANGE,** 117 S. 9th St., Newark, N. J. oc1

PARTNERS WANTED

GIRL PARTNER FOR ROLLER-SKATING ACT— Weight 100 pounds. Reliable, experience unnecessary. **ACE ROLLER,** 126-02 Roosevelt Ave., Corona, L. I., N. Y.

PARTY WITH 16MM. TALKIE AND THREE Features. Good proposition. **DALINI, MAGICIAN,** Eagle Bend, Minn.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper. 2½ times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc.,** Dept. BC-11, Rochester, N. Y. se24x

ALL 4 FOR 10c OPERATORS — SURE WE have the new superspeed paper. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. se17

DIRECT PHOTO MACHINE — NEVER USED, makes 3x4" pictures, new lens, cabinet, dark room complete, $225.00. **MERRILL ELLIS,** Indian Springs, Ga.

REGULAR $275.00 STRIP PHOTO OUTFIT— Makes 4 for dime, also 3 for quarter size photos, $125.00 complete. **HASSAN,** Box 971, Parkersburg, W. Va. se24

SALESMEN WANTED

SALESMEN — GIANT HAND-HAMMERED Flood Lite. Four different color screens. Formerly sold for $10.00; now $4.95. Your cost $2.35. Men average five daily. Prospects: Stores, car dealers, shows, service stations, etc. Send $2.00 for money-back sample prepaid. **R. B. CO.,** 1514 Prospect Ave., Cleveland, O.

SELL BUSINESS CARDS, $1.50 THOUSAND. Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specials. **WILLENS,** 2130 Gladys, Dept. BH, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI- val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO,** 3544 North Halsted, Chicago. oc1

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, Inc.,** 1236 S. Halsted St., Chicago, Ill. se17

THEATRICAL PRINTING

A COMPLETE POSTER ENGRAVING AND ART Department, furnishing Sketches and Basswood Block Engravings to the Showman and Printer. 30 years' experience. Write **THE WASHINGTON HAND PRESS,** 2721 Olive St., Kansas City, Mo. se17

WINDOW CARDS—14x22, ONE COLOR, 100, $2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Penna.

200 6-PLY 14x22 WINDOW CARDS, $6.00; 1,000 Ticket Sellers' Reports, $3.50; 250 Letterheads, Envelopes, $3.75. **DOC ANGEL,** Ex-Trouper, Leavittsburg, O.

WANTED TO BUY

WANT TO BUY FOR CASH — RIDES. 3 ELI Wheels, Tilt-A-Whirl, Chairplane. Must be in first-class condition and portable. **BOX 888,** care The Billboard, 1564 Broadway, New York.

WANTED—GOOD CONDITION USED ROLLER Skates and Public Address System. State make and lowest cash price. **FRANK COLLINS,** Lantry, S. D.

WILL BUY, LEASE OR BOOK ANY SIZE ROUND or Dramatic Tent or complete outfit. **EDW. SCHUSTER,** 1038 Broadway, Camden, N. J.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY — ACROBATS

ACROBAT, COMEDIAN, HANDBALANCER— Can join at once. Write or wire **PHILIP PIANTONE,** General Delivery, Cedar Rapids, Ia.

AT LIBERTY — AGENTS AND MANAGERS

THEATER MANAGER OR ASSISTANT—GUAR- antee satisfaction. Go anywhere. Also experienced in music and vaude. Write **W. FRED TUTTLE,** P. O. Box 376, Haverhill, Mass.

ADVANCE AGENT — 20 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. **BOX 335,** Billboard, Chicago.

AGENT AT LIBERTY NOW—Have new car. Well experienced in all lines of advance work. Age 40, strictly sober. Mason and Elk. Contract, promote, sell advertising, banners, billing, etc. Wife expert on banner, ticket and promotion sales. Understand contracting Magician in schools, theaters, etc. Address **BOX C-494,** care Billboard, Cincinnati, O. se24

AT LIBERTY — BANDS AND ORCHESTRAS

NOTICE, DANCE PROMO- ters—Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. **PAT DORAN,** 1802 Staunton Ave., N. W., Roanoke, Va. oc8

TRIO AND GIRL SINGER— Open October 1. Fine set-up, young and single. Been a feature in South's finest hotels and grills. Prefer engagement in Florida. Only reliable offers answer. **ORCHESTRA LEADER,** Hotel Bentley, Alexandria, La. se24

AT LIBERTY — 4-PIECE UNION COMBO. Doubling vocals, novelties. Four years playing night clubs, hotels, etc. Complete wardrobe and library. Travel. State all in first letter. Address **ART PERLMAN,** New Canaan, Conn. se24

AT LIBERTY AFTER OCTOBER 1—FAST 5- Piece Band suitable for hotel, night club, dance or unit. Will troupe. Have modern equipment and will go anywhere. Tell all first letter. **AL MERCI AND ORCHESTRA,** Week Sept. 12, Spencer, Ia.; Week Sept. 19, Centerville, Ia. se24

AVAILABLE SOON—6-PIECE BAND FOR LOCAtion work. Uniforms, P. A., Doubles, Vocals. Reliable. Cut or augment. References. Write **KLAYTON KELLOGG,** New London, Wis. se24

JACKIE BROWN—KING OF SWING TRUMPET and His Jam Session. Six men. Available for clubs, one nighters. Bus, go anywhere. Bookers write, wire. Reliable. **JACKIE BROWN,** Box 393, Amery, Wis. se24

TRIO—GUITAR, VIOLIN, BASS. STROLLING or stationary work. Available September 20. Address **BOX C-635,** Billboard, Cincinnati, O. se24

EXCEPTIONAL FIVE-PIECE DANCE BAND— Available immediately. Organized over three years and can furnish best of references. Have racks, transportation, modern library, vocals, novelties, appearance, uniforms. All union men. Guarantee to "cut it" any place. Will go anywhere. Salary $165.00 per week. Wire or write BOX C-598, Billboard, Cincinnati. se24

AT LIBERTY

COLORED PEOPLE

AT LIBERTY OCTOBER 1—

Six-Piece Colored Band. Together four years. Modern library. Two years present job. Cut floor shows, swing, sweet and vocals. Reference. **CAL GREAR,** 1821 10th, Huntington, W. Va.

TWO COLORED BANDS AT LIBERTY—PLAY real dance music. One eleven piece, one six. Contact **PHIL McDADE,** 463 Fairfield Ave., Columbus, O.

VIC HARDCASTLE and His Diamond State Serenaders—Seven-Piece Band. Union, sober, reliable gentlemen. Up-to-date library. Play shows. Sweet and hot music. Location only. VIC HARDCASTLE, 651 W. Lafayette Ave., Baltimore, Md. se24

AT LIBERTY

DRAMATIC ARTISTS

A-1 GENERAL BUSINESS TEAM FOR TENT, Rep, Med, or Stock. Ada, 38, leads preferably or as cast. Five feet two, 115 pounds. Kid spec, silver blonde. Guy, 40, dark, six feet, 180 pounds, as cast. Can direct promotions and merchants. Both neat appearing on and off and guarantee good wardrobe plus ability and experience. Seven-passenger Cadillac. Go anywhere. Salary your limit or figure part salary on merchants' promotions. Need no advance reasonable distance. **BATES,** 1215 W. 9th St., Des Moines, Ia. Note: Have just written new and up-to-date Uncle Tom's Cabin, 5 Acts, 8 People.

TEAM AT LIBERTY—Man, Characters, Comedy, General Business. Age 40, height 5 ft. 6, weight 130. Woman, Characters, General Business, double Piano. Age 41, height 5 ft. 5, weight 120. Singing and talking single and double specialties. Sober, reliable. Good study and wardrobe. Have car. Address W. LEROY, General Delivery, Bushnell, Ill.

AT LIBERTY

MISCELLANEOUS

CLUBS, LODGES IN MIDWEST—Raise money by sponsoring Kaylo, the Magician. A two-hour show with over a ton of equipment. Booked on percentage. Address: 1326 Dewey Ave., Beloit, Wis. oc15

AT LIBERTY

MUSICIANS

A-1 MUSICAL DIRECTOR-

Leader. 436 Crown St., Brooklyn, N. Y.

TRUMPET MAN—27 YEARS

old, sober and reliable. Play sweet or swing. Good reader. Doubling violin and very good vocal. Experienced at entertaining. Will go anywhere on reliable job. **JOSEPH W. LACLAIR,** 592 South St., Athol, Mass.

AT LIBERTY SEPTEMBER 17 — TOM FAHL, Cornet; Bill Fahl, Bass; John Olenik, Trombone. Experienced all lines. Anything that pays. Address, care Kaus Exposition Shows, Galax, Va.

BANDMASTER - ACCOUNTANT — WANTS permanent location. Well schooled and experienced. **HAROLD F. KELLOGG,** Ethridge, Tenn. oc8

DRUMMER — EXPERIENCED, UNION, REliable. Good rhythm, read. Fine equipment. Prefer jobbing band in Chicago. **BOB WALKER,** 1922 Touhy Ave., Chicago, Ill. Phone Rogers Park 6460. se24

EXPERIENCED DRUMMER—15 YEARS' WORK. Union, neat, sober, reliable, single. Go anywhere. Read, fake, all-around dance and concert. Play tymps and vibs. Now available. Write or wire **SALVATORE ALCURI,** 77 Locust Ave., Wantagh, L. I. Phone Cedarhurst 4363. se24

EXPERIENCED, RELIABLE DRUMMER—SWING, read, cut shows. Young, neat, no habits. Attractive outfit. **BILL RUSH,** General Delivery, Detroit, Mich.

MODERN SWING TENOR, CLARINET — ALL essentials. Cut or else. **LEE ULBRICH,** 148 Mill, Memphis, Tenn.

RHYTHM GUITAR — READ AND FAKE. GO anywhere. Available immediately. Address **BOX C-634,** Billboard, Cincinnati, O. se24

SIX-STRING GUITAR — READ, FAKE, SING baritone, lead. Double Electric Singing Guitar. Solid rhythm. Sober, reliable. Plenty experience. Union. **BOX 336,** Billboard, Chicago.

STRING BASS — MODERN, SOLID RHYTHM. Age 29. Fully experienced, all essentials. Recently with fast Eastern recording band. Just closed with Mid-western band because of personal reasons. Panics and near-panics don't answer. Proposition must be reliable. Write or wire full details. **"DING" ELLIS,** Fredericksburg, Ia.

STRING BASS AND GUITAR TEAM—READ, fake and sing. Good rhythm. Available now. Sober, reliable, union. **BOX 338,** Billboard, Chicago.

STRING BASS—UNION, AGE 25. READ, FAKE. Bow, pluck, slap, sing bass or lead. Just closed six months' hotel job. Consider anything reliable. **BOX 337,** Billboard, Chicago.

TENOR, ALTO SAX, CLARINET—GOOD TONE. Reads very capably. Experienced large or small bands. Age 23, sober and reliable. Available immediately. Write to 720 N. First St., Aberdeen, S. D.

TRUMPET—READ, PHRASE, TONE, TAKE-OFF. Experienced, union, reliable. Prefer jobbing band in Chicago. **JACK WALKER,** 1922 Touhy Ave., Chicago, Ill. Phone Rogers Park 6460.

AT LIBERTY—Alto Sax Man, doubling Tenor and Baritone Sax, Clarinet and Flute. Will go anywhere. Write or wire CLARENCE JOHNSON, 628 Illinois Ave., Fond du Lac, Wis.

BANDMASTER—A-1 Director. Teach all band instruments; also Violin. Will go anywhere. Will consider small salary in town with opening for lunchroom. Can furnish the best of references. Address BANDMASTER, 1010 W. 2d St., Pittsburg, Kan. se24

DANCE DRUMMER—Union, age 22. Six years' experience. Swing band or night club. Have new all white outfit. No booze or weed. Photo on request. State all first letter. V. FRANKLIN, 2400 Harrison, Sullivan, Ill.

SIX-STRING GUITAR MAN—Doubling Violin and Trumpet. Union, sober and reliable. Go anywhere if job is good. Have new automobile. CLARENCE T. NELSON, Yankton, S. D. se17

TEACHER—Spanish, Hawaiian Guitar, Violin, Sax, Clarinet. Over ten years' experience class and private instruction. Married, sober and reliable. Address UNIVERSAL, Box 1013, Warrenton, Va. se17

TROMBONIST AND VOCALIST—Plenty dance experience, radio, fine tone, read, fake, sweet and some hot. Sweet tenor voice. Good radio reference. Appearance, personality, union if desired. TOMMY FARRELL, 20 W. Beaver St., Philipsburg, Pa.

AT LIBERTY

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A BALLOON ASCENSION—

By Daring Young Lady Aeronauts. Three units available. Equipment and personnel in Ohio. **CONTINENTAL BALLOON CO.,** care Billboard, Cincinnati, O. se17

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Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER,** 4704 W. Washington St., Indianapolis, Ind. se17

BALLOON ASCENSIONS

for Parks, Fairs and Celebrations, covering the United States and Canada. Write **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. se24

BALLOONISTS AND AIR-

plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. **THOMPSON BROS.' BALLOON & PARACHUTE CO.,** Aurora, Ill. se17

BALLOONIST—PROF.

CHAS. SWARTZ. Committees write, wire. Address Humboldt, Tenn. se24

THEODISHIA, THE CLOWN

—Singing and Talking Clown. **CORIELL FAMILY SHOW,** Willmar, Minn., Sept. 15 to 17; Fostville, Ia., 18 to 20.

TUMBLING A TWOODS—

Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. oc8

AERIAL ACT FOR ALL OUTDOOR EVENTS— High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-464,** care Billboard, Cincinnati, O oc1

ATTENTION—SECRETARIES AND MANAGERS. A High Swaying Pole Act with several new features that are original. A spectacular, thrilling feature. **BOX C-594,** Billboard, Cincinnati. se17

CARMENE'S CIRCUS REVUE — FOUR COMplete and distinct Free Attractions. Price and literature on request. Address **BOX 21,** Williamston, Mich. oc15

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS,** Route 1, Cudahy, Wis. se24

OKLAHOMA BLACKIE IN PERSON — THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharpshooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature write or wire **OKLAHOMA BLACKIE,** care of The Billboard, Cincinnati, O. se24

TRAINED HORSE, DOG AND GOAT ACT— Clean and snappy, with a program that is really different. Prices reasonable. A few September and October dates open. Act now. Write, wire. **ELLIOTT SHOWS,** Route 7, Decatur, Ill.

AT LIBERTY AFTER SEPT. 24—Three Acts. Tight Wire, Rolling Globe and Slack Wire. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. se24

AT LIBERTY—Four separate Acts. Wire walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. se17

"BINGO" SUNSHINE, Grand-Stand Clown Cop. Also White-Face Clown. Walk-a-Round. Good Dates available now. Write now. JAKE J. DISCH, Packard Ave., Cudahy, Wis. se17

CHARLES LA CROIX — Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CHAS. AUGUSTUS — High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Fort Wayne, Ind.

CLEVER COMBINATION—Slack Wire and Juggling Act. Two acts in one, my own original novelty. Nice wardrobe and apparatus. DONALD CLARK, Route 1, Springfield, O.

CLOWN MOTORCYCLE COP—General Clowning, Wire and Juggling Acts. Comedy Horse Act. Hollywood experience. Aerial Grand Stand Ballyhoo. More entertainment value than any other single. ART ATTILA, Billboard, Chicago, Ill.

COMEDY FORD ACT—Fast and furious. Different from others, as includes Clown Motorcycle Cop Chasing Ford, etc. Standard stuff plus original stuff. No infringements, none needed. ART ATTILA, Billboard, Chicago.

DASHINGTON'S CIRCUS—Ten Dogs, Cats and Monkey. Two distinct acts for fairs, parks, theaters. Go anywhere. Guarantee satisfaction. Never disappoint. Address, Lexington, Va. se24

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. se17

HIGH SWAYING POLE and Higher Aerial Contortion Act, with original contortion thrilling features. Two different acts. BOX C-530, Billboard, Cincinnati, O. se24

THEODISHIA THE CLOWN — Clowning Grand Stands. Head Slides, I have four of them now. O Billie Dick, where are you? Walthill, Neb., this week; Willmar, Minn., next week.

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. BOX C-465, care Billboard, Cincinnati, O. oc1

AT LIBERTY

PIANO PLAYERS

AVAILABLE AFTER SEPTEMBER 25—WALTER C. SIMON, Lanes Irish House, Coney Island, N. Y.

CAPABLE PIANIST — MODERN TAKE-OFF, read, rhythm; 22, union, arrange, compose. Seven years' experience. Prefer name band. Must be reliable. State particulars. **BOX 141,** Benton, Ky. se24

EXPERIENCED PIANIST—READ, FAKE, ETC. Union, single, sober, dependable. **BOX C-597,** care Billboard, Cincinnati, O.

DANCE PIANIST WANTS LOCATION — EXperienced, union, young, married. Read, fake, etc. Will go anywhere. No habits, reliable, modern. Address **PIANIST,** Box 222, Mexico, Mo. se24

PIANO AND ACCORDIONIST—HAS INIMItable style. Excellent reference. Sober. Open for engagement October 7. **FREEMAN BUSSARD,** P. O. Box 12, Xenia, Ill. se17

PIANO MAN — EXPERIENCED, READ ANYthing, solid rhythm. Age 20. Want location, troupe anywhere. Write **COX,** Plant 1, Sheffield, Ala.

YOUNG BOY PIANIST AND GOOD SINGER— Available now. Prefer reliable band. Address **BOX C-637,** Billboard, Cincinnati.

PIANIST — Want location. Hotel, cafe, etc. Experienced concert and dance. Union. Reader. Go anywhere. Write, give particulars. **LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.**

AT LIBERTY

SINGERS

COMIC SINGER—Female. Big hit Loew's Theaters, amateurs nights. City engagements. EDITH SARGENT, 254 W. 98th St., New York City. se24

YOUNG, FIRST-CLASS LYRIC TENOR—Sober. Sings swing, ballads, opera. Reads. No doubling band. Can emsee. VOCALIST, 1728 Horton Ave., S. E., Grand Rapids, Mich.

AT LIBERTY

VAUDEVILLE ARTISTS

EXPERIENCED MED COMEDIAN — CHANGE often. Salary? You tell it. Join on wire. Plenty songs for radio acts. **JOLLY BERT STEVENS,** 181 E. Market St., Corning, N. Y. oc1

MAGICIAN—FOR MED OR WHAT HAVE YOU. Change good Magic for two weeks. Straights or parts in acts and bits. Show closes here September 24. Address **ROY SHRIMPLIN,** care Frantz Show, McAdoo, Pa.

AT LIBERTY—Med Comedian. Old Timer. Picture outfit. Vent. One-Man Show. Salary or percentage. HAPPY GEORGE, St. Charles, Mo.

NOTICE TO ROAD SHOWS—Haven't got props. Do bicycle, fire-eating, shooting, whipcracking, clowning and black face acts. WRANGLER RAMBO, 10560 Mertz, Overland, Mo.

NOVELTY ENTERTAINER — Guitar and Harmonica Combination. Also singing and dancing. DON PEDRO, the Mexican Cowboy, Box 865, Billboard, 1564 Broadway, New York City.

TEXAS SLIM—Fake Show Piano. Specialties for two weeks, including Singing, Dancing, Musical Novelty, Guitar. Parts, some straights. Preference to show with P.-A. System. 224 Bennett, Salem, Ill.

VERSATILE MED OR VAUDEVILLE TEAM— Good specialties. Man, comedy, straights, novelties. Lady, modern A-1 pianiste. All essentials. All offers considered. Join at once. FRANKLIN WHITE, General Delivery, Sun Ray, Tex.

LETTER LIST—

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Grady, Richard G.
Granger, F. L.
Graves, A. B.
Graves, Jammie
Gray, G. F.
Graybill, Maurice
Grayson, Bob & Vergie
Grayson, Frank
Green, Alfred Dude
Green, Mike
Green, Ralph
Green, Silas, Show
Green, Thomas H.
Gregg, Fearless Gregory, Hoops Jack
Gregory, Robt.
Greyhound, Chief
Grier, Mike
Griffin, Willard
Grimes, Marion
Groder, Charlie
Groffo, Miller
Gross Cavalcade of Wonders
Gunn, Geo.
Gunn Jr., Harry P.
Gunn, Manny
Gupara, Paul
Gwinn, Johnny
Haas, Harevy
Haddix, G. H.
Haddix, Solir
Hadesiman, Max
Hafley, C. F.
Haggerty Jr., Joe
Hale, Chas. C.
Hale, Durrell-Davis
Hale, Sonny, Mgr.
Hall, Lewis
Halliwell, Geo.
Hallmer, W. M.
Halt, Al
Ham, Prof. A.
Hamilton Cafe
Hamilton Enterprises
Hamilton, Leo
Hamilton, Phil
Hamilton, Wm. F.
Hammer, Candy, Rodeo
Hammond, Bob
Hammond, Capt. Earl F.
Hampton, Clarence L.
Hammond, Earl T.
Hammond, Harry
Hamrick, Gail
Hannan, E. F.
Happy, Captain
Harcourt, Walter
Harddig, Bill
Harick Co.
Harken, Barney
Harlos, Mr. & Mrs. Marie
Harme, Geo. H.
Harmon, W.
Harp, Carl B.
Harper & Louise
Harrell Bros.
Harridge, Delmar
Harrigan, Edw.
Harris, Al
Harris, Babe
Harris, Cy
Harris, W. R.
Harrison, Buck
Harrison, Claude
Harrison, Robt. R.
Hart, Everett
Hart, Louis
Hartley, Geo.
Hartz, Ben
Haverstick, G. E.
Harville, L. R.
Havek, Harry
Hawkins, Ralph H.
Hayden, Boo
Hayes & Beck
Hayse, Lester
Hazard, Stuart
Hazelrigg, Mark
Healy & Gordella
Hebert, Lawrence Reni
Heckman, James
Hefferan, Dr.
Heinickle, A. G.
Heiser, Frank
Heller, Al
Heller, Lee
Helm, R.
Henderson, Mr. Dotie
Henderson, W. B.
Henricks, Eddie
Henry, Cashley
Henry, W. R.
Herman, Eddie
Herrier, Ed
Herron, Carl
Hershfield, Willie
Heth, Floyd B.
Heyers, The
Hicks, Harold
Higdon, Bill
Higgins, Herman
High, Dr. L. I.
Hildebeard, Frank B.
Hindoo Charlie
Hingmen, Hartzel
Hirsh, Louis
Hoagland, Jinks
Hobson, Herbert
Hoffman, Woodrow
Hohn, Walter
Holbert, Prof.
Holden, Doc Lee
Holden, Elmer
Holifield, H. D.
Holman, S. N.
Holmes, Del
Holmes, Delmer
Holmes, Ira "Old Faithful"
Holmes, M. A.
Holmes, R. D.
Holstan, Jack
Holt, Doc George
Holt, Julian R.
Holyk, Alex
Holzer, J. A.
Hope, Jack
Horton Jr., Wynn
Horton Jr., W. W.
Hortor, Walter
Houck, Paul
Houck, Wm.
Houghton, Jack
Hounser, Sam
Houts, J. C.
Howard Bros.' Shows
Howard & Campbell
Howard, Charlie
Howard, Mysterious
Howe, Jack
Howell, Dr.
Howell, Joseph
Howell, R. N.
Howell's Variety Show
Hoy, W. Doc
Hubbard, Burley Abnis
Huddle, Glenn
Hudson, Jack
Huffman, Roy W.
Hughes, Fred M.
Hull, Hubert
Hull, Jimmy
Hulsey, A. R.
Hulvey, Edw.
Hummel, Jack
Humphries, Cecil
Hunfredo, Tommy
Hundley, R. H.
Hunt Sr., Charles
Hunt, Freddie Cyril
Hunt, Robt. Carl
Hunt, Thomas P.
Hunt, Warren A.
Hunter, Charley, Mgr.
Hunter, Harry C.
Hupp, Louie
Huston, Chas. E.
Hutchins, Mr.
Hutcheson, D. C.
Hutchison, Eugene
Hynds, Billy
Ingram, J. S.
Inscoe, Jack
Irwin, C. Al
Isler, Louis
Iser, Phil
Ivey, Bill
Ivy, Dr. W. L.
Jacob, Lou
Jacobin, John H.
Jacobs, Joe & Sally
Jackson, Jack (King Do Do)
Jackson, Profit
Jaeger, Jack
Jameson, LeRoy
Jameson, Marvin
Jaquith, Will
Jardon, Clyde
Jarvis, Lou
Jenkins, Bill
Jennings, James
Jennings, Ted
Jerome, Sensation
Johns, A. W.
Johnson, Al
Johnson, Doc E.
Johnson, H. E.
Johnson, Harry Lee
Johnson, Hank
Johnson, Jesse
Johnson, L. F. H.
Johnson, Louis R.
Johnson, Mickle
Johnson, Neal
Johnson, Toby
Johnston, Earl V.
Jones, Ben R.
Jones, E. N.
Jones, Eli
Jones, Elmer Casey
Jones, Glen
Jones, Hambone
Jones, Mandel
Jones, Oscar Slim
Jones, Raymond H.
Jones, Soldier
Jones, Willie L.
Jordan, Oscar
Jorgenson, James I.
Jose, Prince
Joyce, Jack
Joyland Comedy Co.
Judd, Harmer
Kabdot, Chief
Kane, Fred
Kaplan, Harry
Karen, J. D.
Karl, Doc
Karn, E. L.
Karnaw, Joseph
Kasher, Charles
Katch, Bennie
Keating, Jack & Rene
Keeler, John
Keely, Fred
Keene, Hank, Shows
Keeno, Jack
Kellam, Walt
Keller, L. C.
Kelley, Bert E.
Kelley, C. F.
Kelley, C. K.
Kelley, John C.
Kelley, Pee Wee
Kellogg, Loyce C.
Kelly Bros.
Kelly, J. C.
Kendrick, Richard
Kennedy, M.
Kepley, J. R.
Kerr, Thos. R.
Kessler, Johnnie
Kessler, Wm. F.
Kester, Norman
Ketrow, Wm.
Keys, Geo.
Keyser, Wm. F.
Kight, S. S.
Kilgare, Willie (Cowboy)
Killian, Otto W.
Kimble, Bill
Kimmel, Harry
Kimmons, W. E.
King, Dr. W. L.
Kingsbury, Edison
Kinser, L. E.
Kinsey, Dan
Kinton, Commodore M.
Kirkendoll, Marvin
Kistley, M. L.
Klaus, Ed
Klein, C. A.
Kline, Arthur T.
Kling, B. F.
Klotz, Paul
Klug, One Way
Knapp, Vincent
Knight, Herb M.
Knoch, Conrad
Knopp, Roy
Koban, Kaichi
Koblitz, S.
Koehler, Harry
Kohl, Fred Heavy
Korney, Jas.
Koss, Chas.
Koziel, Joseph
Krahn, Frank Dutch
Krawczyk, Lucian
Kuhn, Fred L.
Kulick, Ben L.
Kulig, Stanley
Kuykendall, H. F.
Kyle, Geo. T.
LaBa, Dewey
La Coma, Chris
LaCoste, Donald
LaFay, Ralph
LaFon & LaFon
LaRose, H. A.
LaSure, Thad
LaTier, Harry J.
LaValle, Russell
Lafel, Leon
Lair, Kenneth
Lake, Georgie
Lakohie, James
Lamb, Drexel
Lamb, Floyd
Lamb, Howard R.
Lancaster, Happy
Landstrom, Roy B.
Lane, Leo
Langley, Wilson
Larimer & Hudson
Larsen, Harry
Laurish, Matt
Lautem, Emile
Lavine, Mike
Lawes, C. D.
Lawrence, C. W. Dud
Lawrence, Larry
Lawson, Larry
Lawter, Patrick
Lazone, Elmer
LeBlair, Jack
LeFevre, Antonie
LeRoy, J. F.
LeRoy, Molmk, Flying LeRoys
LeRoy, Prof.
LeRoy, Wm. John
LeTourneau, W. G.
Lee, Charley
Lee, Coleman
Lee, Ernest
Lee, Oscar H.
Lee, Jimmie O'Dear
Leeper, Jack
Leffler, Harry
Lehrer, Irving
Leidman, Wm.
Lelands, The Six
Lemarr, Jack
Lenard, Leo
Lenhart, Roy
Leonard, Harry (Clown)
Leopardo, Anthony
Leo's Side Show
Leslie, Burt A.
Lester, Leroy
Levey, Ben
Levitan, Maurice
Lewis, C. L. Uppitt

Lewis, Dick & Myrtle
Lewis, Dick, Players
Lewis, Doc R. E.
Lewis, La Verne
Lewis, T. P.
Lewis, W. L.
Leyston, Jack
Libby, Frank
Lilie, Cliff
Limmerman, Sam
Lindsay, Patsy
Lippincott, Mal B.
Little Beaver, Geo.
Litton, Jos. R.
Lloyd, Thomas
Lockrem, Stan
Loftis, Speedy
Logsdon, David
Lollar, Roy
Lomatt, Joe
Long, Harry K.
Longston, Larry
Lopes, Joseph
Lorenz, P.
Loring, Harold R.
Louss, Geo. J.
Love, Meyer
Lovell, Joe
Lovine, Dr. E. J.
Lowe, Chas. R.
Lowe, Cliff
Lowe, Glen David
Lowen, Michael Warner
Lowery, Carroll R.
Lowery, Sammy
Lucas, Barnard (Buck)
Lucas, O. W.
Luck, Paul B.
Ludwig, Chas.
Ludwig, F.
Lukens, Pete
Lungreen, Ed
Lybrand, Clyde
Lyles, Cliff
Lyon, Jack
Lyons, Wayne
Lyons, P. Agar
MacClone, P. J.
MacFarland, Jack
MacLoon, Connie
MacNamara, Joe & Jerry
Mac Williams, Big Mouth
McAllister, Jackie Dawson
McArdell, E. J.
McAvoy, Danny (Clown)
McAlister, Tate
McCallum, C. E.
McCampbell, A. P.
McCanless, Clarence
McCarrell, Bob
McCarter, R. C.
McCarter & Family
McCarthy, Geo. T.
McCarthy, John
McClanahan, C. S.
McClindon, Doc Al
McClure, H. H.
McClure, Harold (Skinny)
McCrory, Shorty
McCune, Geo.
McDiarmid, Stuart
McDaniels, Carl
McDonald, Glen
McDonald & Paradise
McDonald, Dunbar
McDonald & Ross
McDonner, Charles J.
McElvain, Alexander
McEwen, Bill
McGary, Joe
McGee, Lester
McGhee, Clarence
McGill, Leo
McGoodall, Ben
McGregor, Harold
McGrevvy, Mac
McHendrix, R. G.
McInroe, Walter
McIntyre, Dan
McInturff, Robt.
McJunkin, W. N.
McKimdell, Gordon
McKnight, Smiling Jakie
McLachlan, Alex
McLaughlin, C. E.
McLaughlin, Michial
McLennon, Neal
McMahan, Clyde
McMahon, John
McMahon, W. H.
McNabb, Leo
McPherson, Alex Sandy
McPhearson, Eugene
McQueen, Theodore
McQuiston, Harry
Mace, Ernest E.
Mack, Bobby
Mack, Johnnie
Macornell, Richard
Madia, Peter
Magell, Leo
Magill, Joe
Magors, Richard
Majestic Expo. Show
Makar, Johnny
Malanga, Geo.
Malcolm, George
Mallory, Edw. J.
Mancuso, Angelo
Manigo, Morris
Mann, Carl
Mann, Harry
Mann, Morgan
Mann, Wyatt E.
March & Play
Marchbank, A. J.
Marchbanks, J. T.
Marchand, Frenchy
Marchl's Rides
Marcus, Robt. Red
Marfoot, C. E.
Margulis, Ira Wolf
Marion, Sidney
Marks, Dewey
Marks, Stanley
Marks, Steve
Marlow, Jack
Marlowe, Ed
Marrion, Ray
Mars, Robt.
Martin, Al
Martin, Chubby
Martin, Freddie
Martin, Grover
Martone, Tony
Marvellos, Six
Marvin, Robt.
Mascoe, Fred
Maserang, H. C.
Mason, Ralph H.
Massingill, Chas. B.
Massingale, Geo.
Matausch, Franz
Mather, Don
Maxwell, R. E.
May, Emmitt
May, Tex
Maynard, Bob
Maze, W. R.
Meadows, Theodore
Meehan, Barney
Mefford, Buddy
Meiers, Al
Meisterman, Eddie
Melody Ranch Show
Melton, John S.
Melton, Paul
Melville, Bert
Mendus, Grover
Menge, Roy
Menge, R. N. (Magician)
Merkle, J. B.
Merrick & Allen
Merrihews, Musical
Mettler, George
Meyer, Edward A.
Meyer, Robt.
Meyers, A. E. F.
Meyers, Fred
Meyers, George
Meyers, R. J.
Meyers, Wm. K.
Meyerhoff, Henry
Mikulcza, Mike
Miller, A. G. Glen
Miller, Bob
Miller, C. C.
Miller, Ephron
Miller, Erwin C.
Miller, Freddie
Miller, Jack
Miller, Joe
Miller, Little Joe
Miller, R. A.
Miller, Sam P.
Miller, Wm. J.
Miller, Vern
Milliken, J. A.
Milton, Paul R.
Miltona, Leon
Mincey, Fred
Minkin, Sam
Minnicks, Jerry
Mitchell, Charlie
Mitchell, Elden
Mitchell, E. W.
Mitchell, Geo. (Pitchman)
Mitchell, Geo. J.
Mitchell, Green
Mitchell, Jack & Vera
Mitchell, Louis
Mitchell, Lee
Mitchell, Ralph G.
Mitchell, Russell
Mitchell, Thos. B.
Mitchell, Walter
Mite, Major
Moberg, J. E.
Moe, Arthur
Montana Earl
Montes, Joe
Moon, Dutch
Moore, Arthur
Moore, Herbert
Moore, Hubert
Morales, Geo. & Albert
Moran, Jim
Mordaunt, Hal
Morgan, Albert
Morgan, Pete
Morris, Ardenn Wesley
Morris, Charlie (Glass Blower)
Morris, C. E.
Morris, Geo.
Morris, Joe, & Devil Dodgers
Morris Rockwin Shows
Morrison, F. H.
Moss, Jos
Mossman, Earl
Motire, Joe
Mounts, Dayton R.
Moxley, Joe
Moyer, Edward
Moyer, George
Muldoon, Earl D.
Muller, Edw. P.
Munger, Jr., Ford
Murdock, Robt. K.
Murphy, Claud C. Pat
Murphy, Horace
Murphy, John
Murphy, Leon
Murphy, Neil
Murray, Buster
Murray, Dave
Murrel, Jack
Myers, Fred S.
Myers, Freddie
Myers, Geo.
Myers, Sammy
Myres, Sailor
Mysto
Naldrett, Stanley
Names, Art
Napier, Dr. Don A.
Nash, Jimmie
Nason, Raymond
Neel, Jos. J.
Neff, Forrest
Neiland, Walter
Neise Troupe
Neiter, Tex
Nelson, Chas. A.
Nelson, Little Red
Nelson, Martin
Nelson, Morris
Newberry, Paul H.
Newcomber, Edw.
Newland, Billie
Newman, Geo. & Norriene
Newman, Harry G.
Newman, J. D.
Newsome, R. H.
Newton, J. L.
Newton Bro. Circus Gen Agent
Nickolas, Francis A.
Nicholas, Miller J.
Nickolas, Tony
Nichols, Doc Bud
Nicholson, Allen
Nickels, Phil
Nistol, Ernest Tampa
Nixon & Morris
Nixon, James
Nixon & Sands
Noble, James K.
Nolan, Wm.
Norcrosse, Dard
Norris, Ben
Norris, Herman
Northlane & Ward
Norton, Alfred Elmons
Norwood, Jessie Red
Novak, Robert
Nowroth, Paul
Noxon, Frank S.
Null, Blackie
Nydell, Kenneth
O'Brady, Jack
O'Brian, T.
O'Connell, Spike
O'Connor, Donald
O'Dea, Paul
O'Malley, Pat
O'Neil, Albert
O'Neil, W. C.
O'Satyrdae, Major
O'Shea, Danny
Odell, Arthur G.
Odell, Prince Elmer
Oden, Freeman Scaley
Oliver, Otis L.
Olsen, John M.
Olson, C. J.
Olson, M. D.
Orr, John V.
Osar, Joe
Osborne, Bill
Osher, Jack
Otto, Richard
Owens, Jerry
Owens, R. G. Jerry
Owens, Marvin
Padgett, Doc J. P.
Paige, Jack
Palmer, Mickey
Paloulan, John
Park, Robert
Parker, Geo.
Parker, Jerry
Parker, Jimmie
Parks, George
Parks, Otha G.
Parrish, Ralph
Patrinos, Nick
Patroni, Frank Joseph
Patterson, Alex
Patterson & Barber
Patterson, Henry
Paturnos, Nick
Paut, Emil
Paulert, Albert
Paxton, R. L.
Payne, Gaston O.
Payne, P. P. Honey
Payne, Paul
Payne, Robert
Payton, Brownie
Peake, Doc William
Pearson, Tiny, Midget
Peavey, John E.
Peck, Adolph
Penfold, Norman
Pengelli, H. B.
Penny, A. B.
Peppers, Frank W.
Percell, Jack
Perkins, Harry
Perkins, Tom
Perrier, Doc Ros
Perry, Edw. A.
Perry, Ernest
Perry, Joe
Perry, One Man Band
Peterman, Henry P.
Peters, A. A.
Peters, Frank
Peters, Johnnie
Phelps, Albert
Philbert, E. H.
Phillion, James
Phillips, Eddie
Phillips, Eugene
Phillips, D. Ray
Phillips, J. D.
Pierce, Geo.
Pierce, Mathew
Pike, Buster
Pike, J. W.
Pitman, Albert
Pittman, A. A.
Pitts, Shirley
Plague, Domminick
Plean, Gene
Pless, Fred
Poe, James
Pomitio, Joe
Pope, Billy
Pope, Wm.
Porter, Oscar
Porter, Teddy
Porter, Walter
Posey, Bob
Potoma, Joe
Potter, M. C.
Potts, Robt.
Powell, Albert
Powell, Jack Red
Powers, Leo
Poy, Paul
Prather, Henry H.
Price & Maude
Prier, Geo.
Pritchard, Bill Floyd
Proctor, Geo.
Public Dare-Devil No. 1
Puckett, Ray
Purcell, Pat
Pyle, Chas. C.
Qualls, Knox & Fern
Quantrell, Frank
Quantrell, Harry
Quenten, Albert Dutch
Quiggin, Roy
Quigley, Johnnie
Quillon, Robt.
Raftery, Jimmie
Ragsdale, L. H.
Rambo, J. T.
Rambo, Wesley
Ramsey, Cread
Ramsey, Ted
Ramsey, Victor
Randolph, Bingo
Ray, Buster
Raymer, Walter J.
Raymond, Geo.
Reaver, Vernon
Rector, Charlie
Reddin, Dick
Reeb, Norman
Reed, Elwood L.
Reed, Fred
Reeser, Johnnie
Regan, Tommy
Reichbach, Ben
Reid, Fred J.
Reilly, C. T.
Reilly, R. T.
Reitter, Eddie
Renard, A. D.
Renauld, Francis
Reno, Paul
Resler, W. H.
Retlaw, Walter
Revolt, Bobbie
Rex, Mac
Reynolds, Carl W.
Reynolds, Donald
Reynolds, Jerry
Rhodes, John Duckey
Rhodes, Mr. Girtie
Rhodes, Harry Shorty
Rhodes, Slim
Rice, C. H.
Rice, Lee
Richards, R. V.
Richards, Roy L.
Richardson, Steve
Riffle, Jack
Riggs Circus
Riker, Harold
Riley, Eddie
Riley, Razor
Rimmer, Billie
Rinehart, Jack
Rink, D. E.
Ripley Players
Rish, John
Ritchie, Albert
Roberge, Victor
Roberts, Adrain Curley
Roberts, Clint
Roberts, David A. R.
Roberts, Jack & Claudie
Roberts, Lloyd E.
Robertson, Jack
Robert (Popeye the Sailor)
Robertson, Wm. A.
Robinson, Elim
Robinson, L. J.
Robinson, R. A.
Robson, J. C.
Rock White, Eagle
Rockford, Ben
Rocky Mountain George
Roeseler, August
Rogers, Bob M.
Roland, N. P.
Romelli, Tony
Roof, Jack
Rose, Dr.
Rose, Dave, Chem.
Rose, H. P.
Rosebrook, Bob
Ross, A. N.
Ross, Haf J.
Ross, Jack
Ross, Frank
Ross, James
Ross, Tommy
Roules, Orville S.
Rountree, R. L.
Routt, O. S.
Rowan & Sears
Royster, N. L.
Rubin, Harry
Rucker, Lloyd
Rundio, Purle
Runk, D. E.
Ruppert, Chuck
Russell, A. A. Warden
Russell, Bill
Russell, Reb
Russell & Christine Co.
Ruth, Bob
Ryals, Al
Ryan, Geo.
Ryan, Joe
Ryan, Ray
Sacobie, Mickie
Saller, Ervin
Sakobie, James
Sanders, Roy
Sanders, Vic
Santo, Al
Sauerborn, Jacob H.
Sawyer, Uncle Tom
Schenk, Al
Schieberl, Ben
Schlangen, Edward
Schmidt, Elmer
Schnarr, J. C.
Schneider, Doc & May
Scholler, Fielding W.
Schreiber, Harry
Schwacha, Charles
Schwartz, Herman
Scovzen, Joseph
Scofield, H. E.
Scott, Iva A.
Scott, Joe
Scott, Thos. J.
Screbneff, Wm.
Sears, Edw.
Seig, Scotty Dog
Seigrieste, Joe
Seizts, Clarence
Selmer, Geo. Whitey
Shaffer, Walter
Shandra, Prince
Shanks, DeWitt
Shanks, Joe
Shannon, Mickey
Shannon, Pat
Sharp, Cowboy
Sharp, Danny
Sharp, Oscar H.
Sheeks, H. M.
Shelton, E. A.
Shepard, L. A.
Sheridan, Paul H.
Sherman, Ernest
Sherman, Roy
Sherwood, Don Doc
Shields, Floyd
Shipley, Omar
Shipman, S. A.
Shiveley, Fred
Shore, Albert
Shortell, Oscar
Shotwell, Doc
Shover, Mark
Shrimplin, Howard
Shriver, S.
Siebel, Michael
Sigsbee, Albert
Silver, Hal
Silveston, Gene
Simmonds, Rube (Clown)
Simmons, Bert
Simon, Harry Frank
Simpson, James
Simpson, Wilbert Jimmie
Sims, Tex & Anne
Singer, Mort, Midgets
Singles, Mossa Kutty
Sinnel, H. H.
Sitton, Ky.
Skelton, Red
Skierka, Edw.
Skinner, LeRoy
Slappey, Eugene
Sloan, J. A.
Sloan, Lee R.
Slover, Ray
Small, Harry L.
Smallwood, Robert
Smallwood, Roy
Smart, Frank S.
Smart, Robert
Smedick, Frank
Smith, C. M.
Smith, Chas. Marion
Smith, C. W. Run Mender
Smith, Clarence W.
Smith, Ed J.
Smith Jr., Geo.
Smith, J. A. (Pigs & Dogs)
Smith, H. T. Doc Fanchon
Smith, Mike
Smith, R. L.
Smith, W. B.
Smith, Wm. Robt.
Snediker, B. W.
Snell, Bud
Snyder, Tex Leon
Sonny & Tanya
Sorgee, W. C.
Sotiro, Frank
Southpol, Earl
Spahr, Leon
Spangler, Dr. Gorden S.
Spann, John A.
Spencer, C. L.
Spencer, Perry C.
Spencer, Tex
Sperling, John H.
Spicer, Earle
Spickler, Samuel
Spieker, G. W.
Spillman, A. A.
Sprada, Jack
Spradling, E. H.
Spraggins, George W.
Spriggs, William
Sprouse, Bobby
Spurgat Bros.
Spurgeon, Arch L.
St. Clair, Bob
St. Johns, Art
St. Leon, Alfred Geo.
Stallard, B. P.
Staller, Oliver
Stanley, Jack
Stanley, L. L.
Stanley, Tommy (Prison Show)
Stanton, Steve
Steadman, Clarence
Steadman, Roy K. (Piano)
Steinbeck, Floyd
Stephens, Bill
Stephens, J. R.
Stephenson, Geo. L.
Sterchi, E. B.
Stevens Bros.' Bear Act
Stevens, Geo. M.
Stevens, Geo. W.
Stevens, Tom
Stevens, Tom A.
Stevenson, Pete
Stewart, R. C.
Stewerts, Royal
Stillwell, N.
Stoaks, John
Stockwell, Ralph
Stoltz, Geo.
Stone, Henri
Stoney, John R.
Storey, W. I.
Stottsberry, C. V.
Stowe, John F.
Strankman, A. L.
Strickland, Amos
Strom, Peter
Stuart, Bob
Studley, Harold
Stull, Sam & Phil
Stumpf, C. L.
Suber, Buck
Sulkkonen, Edwin
Sulley, Bunny
Sullivan, Bill
Sullivan, Thos. J.
Summer, Eulies
Summers, Julius
Sunshine, Doc
Sutherlin, Pat & Wife
Suzuki, Prince
Swain, Frank
Swain, W. I.
Swan, Odes
Swanger, Harry
Swart, Chas.
Swartz, Herman Jew
Sweeney, John
Sweet, Geo.
Swicegood, Earl
Swisher, Clifford
Swisher, Jerry
Switzer, Charley
Sylvian, Wm.
Tabor, H. A.
Taffett, Joe
Taggart, Monty Geo.
Talbert, Homer
Talent, Bill
Tallie, James
Tanner Jr., Wm.
Tappan, Frank
Tarbes, Max
Tarr, W. B.
Tarrant, Bert Dearo
Tassell, Barney
Tatum, Cecil
Tavanies, The
Taylor, Cecil
Taylor, Herbert
Taylor, Louis
Taylor Novelty Co.
Taylor, Paul
Taylor, Wyman F.
Teer, James
Teitenberg, Herbert
Teller, Joe
Temple, Roy
Tennis, Miller
Tennis, Theodore
Tennsyon, Dave
Terry, Don
Terry, Hubert
Tervay, Eugene
Texas, Eddie
Texas Jr., Kidd
Theodoshia the Clown
Thomalson, Eual
Thomas, Albert
Thomas, Cecil
Thomas, Jack Kitty
Thomas, James L.
Thomas, James A.
Thomas, Lee O.
Thomason, Victor
Thompson, B. W.
Thompson, Butch
Thompson, Fred
Thompson, Harry S.
Thompson, James Martin
Thompson, Lee
Thompson, Ewell P.
Thompson, J. L.
Thompson, Lawrence
Thompson, Lester
Thompson, Mr. Marion
Thompson, Paul
Thompson, S.
Thompson, W. E.
Thorntin, Curtis L.
Thrasher, Wm. S.
Threat, Wm.
Thrush, W. W.
Tierney, Billy
Tobital, Willie
Todd, Keith W.
Tollen, Louis B.
Tolvin, Jack
Tom, Geo.
Tom, Miller
Tom, Steve
Tomlinson, Vivian
Tomlinson, W.
Tompkins, Chas.
Tovalin, Jack
Towel, Eddie
Town Hall Revue
Tracy, Arthur
Trainor, Raymond
Traugott, David
Travis, Don
Treadwell, James C.
Trinkle, Geo.
Tucker, Emire
Turley, H. O.
Turner, James
Turner, Terry
Turnipseed, Wayne
Twins & Donald
Twohouse, Chief
Tyler, Carl A.
Udowitz, Irving
Ulcar & Jones
Umpleby, Chet Ambrose
Uncle Bert
Underhill, Howard
Underwood, Chas.
Urban, Shorty
Vale, Frank
Valley & Lee
Van Ame, Pete
Van Buren, Reginald
Van Demark, Tex
Van Dyke, Robt.
Van Epps, Donald
Van Fred, Freda
Van Hoozer, James
Van Secrest, Herbert
Vanasse, Charles O.
Vandervort, Perry
Vann, J. M.
Vaughan, Rue
Veno, Wm.
Vermont, Chas.
Vern, Jimmy
Vidalia Med Show
Villanucci, Joe
Voight, Ralph L.
Von Herdegen, Francis
Wadsworth, F. W. Billy
Wadsworth, H. S.
Wages, Johnnie
Wagner, Mr. Lulu
Waite, Kenneth R.
Walden, Merrill (Cotton)
Walker, Jean E. P.
Walker, T. Dufficy
Walker, Harry
Walker, J. W.
Wallace, W. M.
Wallingfords, The
Walsh, Arthur E.
Walsh, Patrick O.
Walsh, Raymond A.
Warden, Harry
Warman, Earl
Warner Jr., Wilbur
Watkins, Mark
Watson, F. R.
Watson, Ira
Watts, James
Watts, Roy "Red"
Wayland, Bennie
Wayland, Fred
Weaver Jr., E. W.
Webb, E. L.
Webb, Herbert
Webb, Joe B.
Webb & Brooks
Wedge, Chet
Weeks, Eugene
Wegner, Geo. M.
Weinburg, Jack
Weiner, Herman
Weinstine, Lewie
Welch, Chas.
Wells, George
Welter, Elmer
Wendt, Charles
Werner, Joe Patterson
Werry, Charles H.
West, Jack
West, Leon
Western, Geo.
Western, J. W.
Weston Jr., John W.
Whal, John
Whalen, James E.
Wharton, G. W.
Whayne, Robert
Wheeler, George
Whidding, Christian C.
Whidley, James B.
Whitaker, Pete
Whitaker, Wm. E.
Whitaker, W. R.
White Cloud Med Co.
White, Eddie MC.
White, Guy
White, Hugh
White, Lasses
Whitten, W. H.
Whittey, Smokie
Whittington, E. V.
Whyte, Clifford (Scales)
Whytes, Calvin
Wideman, John Thomas
Wiedemann, Thos. F.
Wiedeman, Fred
Wilhelm, Eugene Henry
Wilkins, Paul S.
Wilkinson, Paul S.
Willard, Clyde
Willard, Vernon
Williams, Al
Williams, A. H. Doc
Williams, A. J.
Williams, Arthur
Williams, F. A.
Williams, Ed
Williams, Jack C.
Williams, John Fred
Williams, Johnnie (Colored)
Williams, Lawrence
Wilson, Jerry C.
Williams, Louis
Williams, Mike J.
Williams, Morris C.
Williams, Ralph
Williams, Wm. B.
Willis, Macon E.
Wilson, Earl G.
Wilson, Earl V.
Wilson, Ernest O.
Wilson, P. L.
Wilson, Tex
Wilson, Wilbert
Winnerman, Sully
Winstead Minstrels
Winters, E. V.
Winters, J. W.
Wiser's Animal Circus
Witt, Larry
Witt, Mark
Wolf, Jack & Marie
Wonko, Miller
Wood, H. J.
Woodard, R. W.
Woodleaf, W. B.
Woods, Bryan
Woods, Claud B.
Woods, J. B.
Woods, J. O.
Woods, Richard
Woods, Wilber
Wooten, J. G.
Working Village
Worman, Nat
Wortham, Jack
Woolridge, Bobbie
Wright, Fat
Wright, Jack Happy
Wright, Willie
Wyatt, R. L.
Yamada, Matt
Yamati, James
Yandell, Lee
Yerger, H.
Yost, Fred
Young, Bob
Young, Ed P.
Young, Eddie Leonto
Young, Eddie L.
Young, Leonto
Younick, Buttons
Yount, W. T.
Zacchini, Teo
Zaino Show
Zandu, Prof.
Zarlington, Ray
Zelno, M. F.
Zepp, Dwight
Zerm, Larry
Zolar, Prof.
Zukor, Andrew
Woods & Knox Amuse. Co.
York, Jack
Young, Fred
Young, Jim
Zany, King
Zapf, William
Zazzara, Frank

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Parcel Post

Fare, Robert, 8c
Richards, Bee, 9c
Watkins, June, 50c

Women

Adam, Helen
Antalik, Helen
Baird, Flo
Bartley, Dolores
Benson, Anna
Bode, Geneva or Jean
Bogwell, Sally
Braatz, Mickey
Carmichael, Anna
Carsey, Mrs. B. T.
Clark, Laura
Cole, Mrs. Rae Corbin
Cortez, Rosita
Dalton, Evelyn
Dammann, Frances
Davies, A.
Davies, Hazel
Day, Jean
De Frey, Juanita
Dell, Alice A.
Douglas, Mildred
Earle, Beatrice
Grainger, Rita
Kerr, Naomi
Jarman, Mrs. Chas.
Jennings, Fern B.
Kennedy, Chic
Knight, Theresa
Lavender, Lucille
Lohsen, Irene
MacKesy, Veronica
Malang, Peggy
Martino, Marie
Narveson, Fredda
Noble, Mary
O'Dell, Dell
Odrich, Louise
Os-komon, Birdie
Osborne, Helen V.
Parr, Mrs. E. S.
Radtke, Valeska
Richard, Evelyn
Richards, Mrs. Pete
Sing, Toiy
Sloan, Mabel
Texas, Peggy
Ventry, E.
Watkins Twins
Wayburn, Pat
Weber, Mrs. Ernie
Westerlund, Gerda
Woods, Claudia

Men

Akina, Duke
Alexander, Joseph
Anderson, Francis
Asita, Prince
Baker, John
Bambrick, Richard D.
Barlow, Carl
Barry, Martin E.
Bell, Carl "Curly"
Bergen, Ben
Binder, Herman
Black, Henry
Bookman, Russell
Boyle, E. A. Langton
Braswell, Ella
Breuder, W. Edward
Britton, E. H.
Bruce, Howard
Byers, Leonidas W.
Cain, William
Campbell, Lloyd Publications
Candy Hammer Rodeo
Canfield, Ray
Carlson, Bert
Carroll, Harry
Carson, Edward
Casanova, Don
Cesana, Otto
Chelly, O. P.
Chester, H. C.
Clark & Teller
Cleary, Francis
Coe, C. R.
Cole, George F.
Collins, John
Cooper, John
Copell, Phil
Corper, Michael
Crawford, Tex
Creasy, Arthur
Damerest, W. T.
Dammann, Eugene
Danville, Leonard
Davis, Carl
DeLucie, Joe
Demitro, Frank G.
Dolin, Jerry
Dolin, Max
Donaldson, Robert F.
Durand, Don
Eddy Bros.' Circus
Fane, John
Fearn, Ernest E.
Field, Carl
Ely, Tom
Gantert, George
Gavigan, W. J.
Geer, Edward
George, Col. Jack
Giroud, W. J.
Golden, Jack
Goodrich, B. M.
Grantham, Bill
Gray, Clifford
Green, Phil
Hall, Albert
Hassan, Mustapha
Hayes, "Doc"
Hetzel, Jack
Hines, Drexel
Horton Jr., W. M.
Johnson, Eddie A.
Joseph, Billy
Joy, Billy & Juanita
King, Curley
King, Lester
Klein, Arthur
Klein, Sam
Knight, Herb
Lambert, E. J.
La Mell, Jack
Lane, William
Langstaff, James
Langworthy, Speed
Lashua, Richard
Leonard, Leo
Leroy, Charles
Leski, Ed
Linker, Thomas
Lyons, Bayne
Mack, Ernie
MacHale, Carlos
Maine, Leonard C.
Malang, William J.
Marks, Clarence J.
Martin, Bill
Maybach, Walter
McCurrie, Charles H.
McGeough, Philip
Micieli, Charles
Miller, Lewis
Milton, William L.
Moraine, Lyle
Moran, John James
Morris, Doug "Dook"
Morton, Frank
Motte, Raymond S.
Murphree, T. Jeff
Newmann, Lawrence
Niecum, Leonard
Nix, Dudley
O'Brien, Jerry
O'Connor, T. J.
Olsen & Johnson
Patten, George E.
Patterson, John A.
Pearce, James J.
Perry, Bob
Petrovics, Fred J.
Phillips, Eddie
Phillips, Fred L.
Poling, James H.
Pope, Frank C.
Powell, Chas. T.
Posades, Guillermo
Posty, Charles F.
Richards, Billy
Richards, Harry "Doc"
Richardson, Mr.
Riddle, John
Rieger, Merle
Robinson, John
Roebuck, Lee
Rumbell, E. J.
Ryan, James B.
Samuels, Sam
Sanford, Joseph A.
Savage, Ted
Sawyer, C. C.
Schulman, David
Sherwood, Robert E.
Sieden, Doc
Sigure, Roger
Smith, John C. (Bud)
Sou Nan, Chang
Spinks, Harold G.
Stevens, George M.
Stover, Murray A.
Stritt, Lawrence
Taylor, Billy
Taylor, Sammy
Thunder Sky, Chief
Tinturin, Peter
Vanvliet, J.
Wall, Gilbert
Walther, Rodolfo P.
Washburn, Don
Waterman, N.
Weldon, Frank
Werkle, Arthur
Wharton, Marvin G.
Wheeler, Mike
White, Dave
Whiting, George
Whitmer, Kenneth
Wille, Henry
Wilson, H. L.
Wilson, Weston S.
Winokur, Harry
Wolcott, Ben F.
Wolfe, Thomas A.
Wong, Jim, Troupe
Young, Eddie L.
Young, Leonto
Younick, Buttons
Yount, W. T.
Zacchini, Teo
Zaino Show
Zandu, Prof.
Zarlington, Ray
Zelno, M. F.
Zepp, Dwight
Zerm, Larry
Zolar, Prof.
Zukor, Andrew

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg.,
52 West Randolph St.

Smileys, The, 9c

Women

Allen, Mrs. Bobbie E.
Alter, Marie
Barton, Mrs. Mildred
Barton, Dolores
Bobis, Dorothy
Corson, Cora Youngblood
Daly, Mrs. Smiley
Del Moure, Marie
Ellison, Nellie
Fernham, G.
Fraines, Mickey
Fraser, Mrs. Patty
Freitas, Mrs. Gertrude L.
Giaquinto, Mrs. Catherine
Greely, Marge
Harris, Mrs. John (care Mrs. John Bullock)
Hager, Mrs. Dorothea E.
Jones, Mrs. Dollie
La Mar, Marie
Lee, Deana or Jean
Lorow, Mrs. B. J.
May, Kathleen
Mayo, Evelyn
Ragan, Madaline E.
Richardson, Doris
Siegfried, La Rosa
Stegina, Mrs. J. R.
Smith, Fannie A.
Smith, Nellie E.
Texas, Peggy
Vavrin, Peggy
Wallace, Lorraine V.
Whitten, Peggy
Wilson, Mrs. Sylvia A.
Zeigler, Mrs. Sadie M. Zelma

Men

Adams, Ray Pete
Albanese, Ben
Ambrose, James
Avery, Tommie
Beehee, Bob
Berry, L. M.
Bird, Wiki
Borella, Arthur
Boston, George L.
Bradley, Niles
Brown, Joseph A.
Bryostowski, Sigmund
Calkins, Judge C. F.
Carey, R. E.
Chester, Lewis
Chisholm, James
Codding, Capt. Jack
Cole, Mr. & Mrs. George L. J.
Daley, J. F.
Danville, L.
Davis, Ken
Day, Doc
DeVoe, Frank
Douglas, Donald
Edwards, R. M. (Dick)
Eldridge, Wm.
Feinstien, Benny
Feustic, Joe
Fink, Harry
Finniss, Sydney
Flint, George
Forrest, Curley & Bettey
Fraines, Mickey
Fraser, Jim
Fraser, William
Freitas, Alfred I.
Gearden, George S.
Gilliland, Hallie
Gregory, William
Hansen Jr., Charles
Harding, Lloyd W.
Harris, Whitey
Heimbauch, Duane
Henry, Homer
Howe, Howland W.
Hubert, Charlie
Humxe, Al
Ingleston, Corp. "Bob"
Jonas, George
Jordan, Jess
Kelly, Wilbur
King, Bob
Kulcinski, Floyd
Le Roy, Jesse
Le Roy, R. K.
Lewis, Nate
Lorette, Billy
Lunn, H. B.
Manning, Otis
Mark, James
McAtee, Fred
McFarland, Edward James
McGrail, John
Mahdik, John
Mande, O. T.
Martin, Bill
Mascos, Nick (Loyd)
Mathews, Hugh
Mazes, Richard
McKay, Lee
McLachlan, A.
Millar, Wm. S.
Miller, Chas.
Moore, Wm. R.
Morriss, O. O.
Munn, Bernard
Myers, Mr. & Mrs. Timmie
Nathansen, Ray
Neal, Jack
O'Connor, Albert
O'Shea, Pat
Owens, Tracy
Phillips, Eddie
Read, Jimmy
Rector, Antoney
Revolt, Bob
Richards Bros. & Kass
Richardson, Vaugh
Robinson, Harry E.
Rogers, Sidney
Romick, Herman
Rosenbaum, Herbert
Rubin, Jack
Siegel, Fred
Simmons, W. F.
Snell, Oscar James
Snyder, Mr. & Mrs. Jack
Sorensen, Louie
Sterling, Jack N.
Stevens, Neal
Sund, Wm.
Swindler, Vern
Sykes, Arthur L.
Sylvester, Robert
Taylor, Frank
Taylor, Doc. Wm.
Terry, J. C. (Jimmy)
Three Trojans
Tzigano, L.
Vernum, Art & Ducky
Vici, Count Berni
Vining, Bill
Weston, Sam
Wright, H. P. Blacky
Wylie, Jack "Honky"
Young, Fred

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Reynolds, E., 15c

Women

Baldwin, Mrs. Bonnie
Bowen, Mary M.
Brooks, Mrs. Ann
Bryer, Mrs. Carrie
Carpenter, Mrs. Eilna
Costello, Mrs. Lois
Crane, Mrs. Sid
Cutler, Linnie
Darrow, Dixie
Dorey, Mrs. Eddie
Doyt, Mrs. Mabel
Garn, Mrs. Helen
Gates, Billie
Hayes, Mrs. Theresa
Henderson, Mrs. Cortez
Hembree, Ruby
King, Harriet
Lundgren, Mrs. Edith
Martin, Mrs. Gladys W.
Mason, Vera
Ploczyorski, Celia Ann
Ragan, Madaline E.
Roberts, Mrs. Frances
Sims, Mrs. Marie
Stein, Mrs. A. E.
Terrell, Mrs. Bonnie
Thomas, Mrs. J. A.
Wilson, Mrs. Myrtle

Men

Alfred, Zeb, Tex
Allman, W. J. (Doc)
Anderson, C. D.
Anderson, R. D.
Averbeck, Franz A.
Babbitt, Milton
Ballenger, Robert Guy
Banard, Buck
Barnes, Lee E.
Berry, Ralph
Bozza, Thomas
Bradly, Phil
Brett, Howard
Brown, Russel Asher
Brunt, John Edwin
Bryer, Ollie
Burdett, A. C.
Burroughs, John R.
Carlson, Ernie
Carson, George
Clark, I. J.
Cline, Ernie D.
Cook, Jim
Darlington, C. W.
Deal, Edwin
Delmaro, Joseph
Dyer, Tony
Easley, Melvin
Fiedler, Chas.
Forrest, Thomas
Fowler, Jack A.
Frasier, Owen
Fredericks, Freddie
Gardner, W. M.
Garn, Jack
Geer, Billy
Goad, Dude
Goldstein, Ike
Groves, Johnnie
Hale, Bill
Hand, Leonard
Harvey, Wm. M.
Hayes, Harold
Hogan, Sandy
Howard, John

See LETTER LIST on page 57

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Novelty Jewelry Enjoying Upswing

PHILADELPHIA, Sept. 10.—With women's fashions for fall calling for clips, pins, brooches and bracelets, many new numbers are making their appearance on the novelty jewelry markets. Numbers show a wide variety of design and materials and for the most part are of a good quality.

Large pins in gold and bronze finishes and made of rings linked together are popular, as are petal designs finished in hammered effects. Brooches and pins in petit-point design, as well as clusters of simulated grapes and bead designs, are going over.

Simulated jewels set in artistic filigree gold-plated mountings is another line offered. Size seems to be purely a matter of taste, as both large and small numbers are being shown. Rhinestones and pearls are perennial favorites. Bow knots, bird designs and conventional-styled pins, clips, bracelets and brooches in sparkling rhinestones and simulated jewels are going strong, according to reports.

Of course, the demand for signet rings, necklaces and attractive small pins with chain guards in highly polished metals continues to attract. Much heavy-type jewelry of the costume style is being shown. With jewelry constituting an important part of milady's costume for the fall, it looks like jewelry workers are in for a good season.

BINGO BUSINESS

By JOHN CARY

THE FALL SEASON is under way with a bang in many sections of the country and to prove it two letters from gentlemen who are planning bingos for the first time are presented in this week's pillar. If any of you bingo oldtimers would like to give these newcomers a hand we'll appreciate your sending suggestions to this column so that we may forward them to the letter writers, and we know these gentlemen will appreciate whatever helpful suggestions you may make.

HERE ARE THE LETTERS. The first is from B. Paul Rosen, New York.

"Dear Mr. Cary:

"I am a member of a large organization that has decided to start a bingo game. I do not know the first thing about it.

"I would like to know where I may purchase necessary equipment, such as amplifier, number boards and everything else that goes with it to make a presentable showing."

THE SECOND LETTER is from Conrad Stein, Little Rock, Ark.

"Dear Sir:

"I am contemplating opening a bingo game in a night club in this city. I have been reading your column in *The Billboard* and as I know no other authority on bingo I thought perhaps you might help me on a few details as I am new at the game.

"The club is the second best in the county, having an orchestra every night. Admission is usually 50 cents a couple on week nights and 80 cents a couple on Saturday nights, so I think 25 cents would be about the right price for a card. If you have any ideas on the subject I certainly would appreciate them."

BINGO BUSINESS, of course, is answering the letters of Stein and Rosen personally and offering whatever helpful suggestions it can. However, no one of us knows all about bingo and it may be that some of you readers will be able to contribute valuable ideas. Write us your suggestions for Stein's night club bingo, and you jobbers rush us your catalogs and full information on your complete line so we may forward them to Rosen for his organization bingo.

LET'S HELP EACH OTHER. If you are starting a series of bingos this fall and you feel we may help you in any way don't hesitate to write. Let's make this the biggest and best bingo season ever.

Wholesalers Look for New Novelty Goods Source

European crisis may end supply of Czech goods — Nipponese wares hit hard by boycott—chance seen for American-made goods to boom

NEW YORK, Sept. 10.—With war clouds hanging low over Europe, wholesale importers of prize, premium and novelty merchandise are beginning to scour domestic markets for lines which may be substituted for goods they now obtain abroad. If Germany should duplicate its Austrian triumph in Czecho-Slovakia, the boycotts that would follow would greatly affect the importing of Czecho-Slovakian products. If war comes so many factories will be busy with war materials and Christmas tree ornaments coming from Czecho-Slovakia is bound to be negligible in comparison with the demand.

When the wholesale merchandise industry transferred its novelty business from Germany to Japan in protest against the Hitler regime it practically spelled the death knell of the corner Germany once held on the American novelty market. Japan, however, has been hard pressed to hold her position in the novelty world. Tho the boycott against Japanese wares is not as strong now as it was last October, still many wholesalers are buying very little of the wares coming from the land of the Rising Sun.

Of course, the war in the Far East has affected the supply, especially as regards shipments of metal novelties, for Japan is conserving her supply of metal for war materials. The main reason for the lack of sales interest in Japanese wares, however, is the fact that the bulk of Americans are not buying Nipponese goods.

Some Chinese novelties, especially in soapstone, imitation cloisonne and teakwood, are appearing on the New York markets, as well as a small amount of Italian pottery and various Mexican creations, but they are only a drop in the bucket compared with the amount needed to supply the demand.

The recession again brought to life the "buy American" slogan born of the depression. Many buyers, it seems, have cultivated the habit of looking for a "made in U. S. A." stamp before purchasing wares. All of this quite naturally points to the fact that American manufacturers of novelties are being presented with the opportunity of establishing the world market for novelties right here in this country.

Of course, the bone of contention between the manufacturer and wholesaler has always been price. Cost of labor in the United States naturally precludes the possibility of competing with the low wage scale in Japan. Yet with Nipponese exports curtailed American manufacturers have the chance to apply mass production principles to the manufacturing of novelties and will perhaps surprise themselves at the low cost such wares may be turned out.

At any rate many wholesalers are recognizing the possibility of a shortage developing in the novelty merchandise field before many more months have passed. Some already are reported to have made arrangements with American houses for lines that they can substitute for Czech glassware and Japanese novelties.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

In analyzing returns on a mailing, especially when these returns are poor, we wonder how many operators take into consideration the fact that they may have overused glowing adjectives in describing the items offered. There is dynamite in superlatives—and they may explode a deal when not used in moderation.

It is perfectly proper and good salesmanship to whet the appetite of the ultimate worker of a card, but when the operator goes to extremes in describing an item and in his enthusiasm creates a mental picture which the item does not fulfill the operator is bound to run into a headache. He often finds that the prospect turns cold after receiving the item and discovering that it comes nowhere near the description given in the mailing piece. When this happens the operator has no right to squawk because returns are bad. Under the circumstances they should be.

• • • •

We have a letter from Fred Gurky, of Hamilton Sales Co., in which he writes:

"In your August 6 issue of *The Billboard* you announced that we were working on an item. I am now ready to give you an idea of what it is all about. It is a World's Fair number which we believe will be successfully used on boards and is known as the World's Watch. Introduced last week, we have already written some fine orders for it. It is a compact watch. By that I mean it looks exactly like a compact and has the official World's Fair insignia on the outside. It may be carried in a woman's bag or a man's pocket watch. When fully opened it is a desk clock. Dial and hands are luminous and are also built along the lines of the World's Fair. We are featuring the item on a 700-hole cut-out board, awarding three watches; also on a $12.50 push card. We expect the watch to go over even bigger than the lapel watch, which created such a sensation some time ago."

• • • •

Fred Gurky informs us that he is also developing another item for the salesboard market—a radio and floor lamp combination. It is a full-sized three-way lamp, done up in Old English bronze, and the radio is concealed within it. He claims the radio does not interfere with the lamp and that the latter does not impair the efficiency of the radio.

Last year we saw a number of deals featuring ties. We believe such a deal should still be good for a run, especially now that the weather has turned cool.

• • • •

HAPPY LANDING.

Increase Seen In Demand for Apparel Items

NEW YORK, Sept. 10.—A surprising development of recent weeks has been the increase in number of apparel manufacturers who have turned to salesboard, bingo and prize fields in their efforts to get a full share of fall and winter business.

Altho a number of tie makers and a few manufacturing furriers have long recognized the value of pitch and sales outlets, the present season is witnessing the most intense cultivation of prize channels in history, particularly by fur-coat makers and manufacturers of neckpieces, scarfs and gloves.

The Wayne Fur Co. is offering guaranteed coats to salesboard and bingo operators, as well as agents and salesmen, at a low figure. Also doing a good job of promotion are M. Seidel & Sons, the H. M. J. Fur Co., Charles Brand, the Roebling Fur Shop, S. Angell & Co. and P. Carpol.

Fur coats have been an especially good salesboard number in recent weeks and manufacturers report that they expect a steady quickening of the pace until the Christmas shopping season is over. It is conceded, of course, that a fur coat is a luxury item, ordinarily available only to women of means. However, two factors are working in favor of the women of lesser means but with the same strong desire to possess the gem of their dreams, a fur coat.

For one thing, manufacturers have brought the price of quality fur coats down to a much more reasonable figure than formerly. In the second place, since the average woman is unable or unwilling to pay the price asked, she is thrilled over the chance to win one. Furthermore, the yen to own a fur coat is still such an obsession with most women that it offers limitless possibilities in the middle-income group for its promotion. Less expensive pelts are said to be catching on with bingo operators. Feminine play increases where they're featured, it is reported.

Cool Weather Gets Bingo Off to Early Start in the East

NEW YORK, Sept. 10.—Once again mike men are calling off numbers as players cover numbers at bingo games along the Eastern seaboard. The season officially opened indoors with the passing of Labor Day. Cool weather now prevailing has done a lot to boost attendance.

Talk around supply houses of the bingo trade indicates that operators are looking forward to a big season. Ops are showing avid interest in acquiring a good variety of prize merchandise to supply the flash that pleases the hearts of bingo lovers.

Altho many games aren't scheduled to open for a week or two, quite a few are already full blast. Attendance to date has been good, according to reports, and many first-time players are trying their luck.

Electrical appliances, household wares, dolls, toys and cocktail sets are being featured. A trend toward quality awards at many games is noted, but emphasis is put on flash on all items used.

Houses supplying cards, balls and card numbers, masterboards and other bingo supplies report a brisk upswing in demand for their products, since many ops are starting off with brand-new equipment.

Big Profit For You In This Electric Shaver

The Fleetwood

$1.25 Each

No. B83J349

Double-Edged Shaving Head. Self-Sharpening, Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case.

BE SURE TO INCLUDE SHIPPING CHARGES.

Wire Your Orders Now!

We Have a Full Line of Beacon Blankets and Shawls for Immediate Delivery

N. SHURE CO.
200 W. Adams St.
CHICAGO

PACKARD LECTRO SHAVER

Lots of 6, Each . . . $4.50

SAMPLE, EACH $5.00

The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO.
223-225 W. Madison St., Chicago.

ELGIN & WALTHAM

RENEWED & GUARANTEED WRIST WATCHES $2.75 Lots of 3

—7 Jewels— New Cases— New Leather Straps.

Sample Watch 50c Extra. NEVER UNDERSOLD. Send for FREE Catalog. 25% Dep., Bal. C. O. D.

LOU MALTZ, 139 SO. 8TH ST., PHILA., PA.

ANOTHER HIT COMING SOON

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BABY PANDA
MINIFOTO CANDID CAMERA
? ? ? ? ? ? ?

G. B. NOVELTY MFG. CO.
1551 So. Kedzie Ave., Chicago

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Electric Pendulum Clock

Here's an item that promises to be a popular premium; an electric clock with swinging pendulum, chromium plate thruout. This expensive-looking clock is attractively designed. A graceful crescent-shaped stand at the left supports the clock and pendulum in midair. Stands 16 inches and has a five-inch silver dial with raised two-tone numerals in black and gold. Item is beautiful and novel and commands attention. Recently introduced by the Electric Pendulum Clock Co., it has already been acclaimed as an ideal premium item. Manufacturer is offering these clocks at an amazingly low price, and judging from present demand by the salesboard trade it has all indications of being the answer to the cry for something new that will prove a winner.

Key-Jector

A one-hand key case, the Key-Jector, recently announced by C. F. Rumpp & Sons, is one of the newer items getting the attention of prize and premium buyers. A metal projection on each side

A BRAND NEW IDEA IN TICKET GAMES!

A SMALL JAR STYLE GAME . . . COMPLETE ON ONE CARD! NEVER BEFORE OFFERED! Operators are ordering and re-ordering because it is so sensationally DIFFERENT . . . so much BETTER . . . that it's AN INSTANT HIT wherever shown. Strong Novelty APPEAL. BIG, QUICK PROFITS. EASIEST-TO-SELL deal on the market. Don't pass this! Wire or write for complete details and low prices NOW!

EVANS NOVELTY CO.
946 DIVERSEY, CHICAGO, ILL.

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Secure the Best But Pay Less

This season's merchandise in Form-Fitting Swagger and Princess Styles in all sizes. Your choice of:

Sealines
Lapins
Coneys
Caraculs
Marminks
Kid Paw
Beaverettes
Persians
Broadtails
Pony
Mendoza
Beavers

FROM $9.00 UP

and all other Fur Coats, Capes and Scarfs. We carry the most complete range of every style and type of finer Fur Coat and Scarf at lowest prices.

Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation.

Our business is manufacturing Fur Coats exclusively, which enables us to give you greater value for your money.

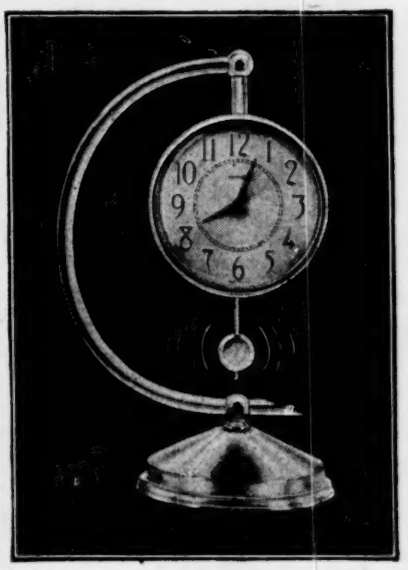
S. ANGELL & CO. 236 West 27th St., New York City, N. Y.
MANUFACTURING FURRIERS

IT'S NEW! IT'S SENSATIONAL!

...and Man! What a Money-Maker

THE HOWARD

PENDULUM ELECTRIC CLOCK



(Crescent Model)

It's here! The perfect premium for live-wire operators. The only Electric PENDULUM Clock on the market! New, novel, different! Breath-taking beautiful design. Lively swinging pendulum provides attention-getting ACTION, NOVELTY that means SALES! Brilliant chrome plate thruout. Stands 16 inches high. Five-inch silvered dial with raised two-tone numerals. Absolutely noiseless. Looks like a million dollars—and how it can pile up dollars for you! Be first in your territory with this newest, livest number!

$12.50 VALUE

ONLY

$3.25 EA.

In Doz. Lots

Sample $3.75

Salesboard label furnished free with each clock. 600, 700 or 800 Hole Illustrated Salesboard, 50c each.

Mail or Wire — Your Order NOW!

TERMS—1/3 With Order, Balance C. O. D.—F. O. B. Chicago

ELECTRIC PENDULUM CLOCK CO. 637 Roosevelt Rd. Chicago, Illinois

Carnival Novelties *New Stock—Just Arrived*

BB1	Men's Toy Wrist Watches, 1 in box	Gro.	$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. $8.75
BB2	Gillette Style Blue Blades	Per 1000	3.00	BB7 Piggy Wiggy, Compo., 8¾ in.	Doz. 1.25
BB3	Flying Birds, Outside Whistle	Gro.	1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 3.50
BB4	Flying Birds, Inside Whistle	Gro.	2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5	High Hat Fur Monks, 6¾ in.	Gro.	3.50	BB10 China Head Swagger Sticks.	Gro. 6.75
				BB11 Jap Cig. Cases	Gro. 4.50
				BB12 Reach Bounder Balls	Doz. 1.15
				BB13 Carnival Print Balloons, No. 8	Gro. 2.35
				BB14 Spiral Balloons, 45 in.	Gro. 3.50

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"Everything That's New At Lowest Prices!"

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WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

- NEW REFLECTOR STUDENT DESK LAMP— Exceptional Value. Each Only 95¢ Include Postage
- Premiums, Sales Boards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Carded Goods, Sideline Merchandise.
- Wagonmen, Pitchmen, Home, Office Canvassers and Premium Workers, Get Free Catalog Listing Money-Making Items.

CHAMPION SPECIALTY CO. 814-L CENTRAL ST., KANSAS CITY, MO.

BIG MONEY-MAKER! BUTCHER KNIVES!
Approved by "Good Housekeeping"—Carbon Steel, Extra Heavy Sharp Edge, Polished Cocobolo Handle, 3 Rivets—Boxed. 1 Doz. $2.00 (add postage)

WHO SAID THERE WAS NO RADIO BUSINESS ?

The **SILVER "Junior"** has proved otherwise!

$6.95 Any Color! Any Quantity!

● IVORY ● WALNUT
● RED ● BLACK
(No Extra Charge for Color)

The new 1939 Silver "Junior is a "teenie-weenie"—only 7"x5"x4¾". The beautiful bakelite cabinet encloses a powerful 4-tube chassis. 4" dynamic speaker assures good tone. Order a sample right from this "ad". Money back if not satisfied. One year guarantee.

OUR first "ad" on this new 1939 model brought an avalanche of orders and inquiries, proving once again that the right item at the right price usually succeeds in spite of conditions. You, too, can make money with this fine little radio.

SILVER MANUFACTURING CO., Inc.
2868 ELSTON AVENUE ● Dept. B-136 ● CHICAGO, ILLINOIS

when pressed automatically releases keys so that they drop below the bottom of the case, permitting any one to be used. Then a slight pressure on a knob at the top automatically returns the keys to their original place within the case. The case, with accommodations for eight keys, is made in a variety of leathers and colors and is protected by patents, the makers state. It is said to be the only departure from the ordinary type of key cases in years and combines plenty of appeal with low cost per unit.

Fold-Away Basket

A new utility shopping and picnic basket that folds compactly to a 1½-inch thickness for easy carrying and storage has just been offered to users of prize and award merchandise by Metwood Mfg. Co. Basket has durable metal handles, leather strap fasteners and side walls of long-wearing duck. Will hold a 65-pound load safely, tho very light in weight, it is said. Comes in black and green baked enamel crystal-wrinkle finish. Item's colorful design and utility value give it appeal.

Sandwich Grill

Bingo operators and concessioners, particularly those playing rural districts, will do well to investigate the Unitoast

Original PERSIA DRUM Majors

25 In., **$8.40** Doz.
35 In., **$18.00** Doz.

Ventriloquist Major Dummies **$9.60** Doz.

Write for prices on other types of Dummies, Dogs, Rugs, Pandas, Bears, etc.
1 Doz. to Case. 25% Deposit, Bal. C. O. D.

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416 North Sangamon St., CHICAGO.

"NO CAT IN THE BAG" WITH ZITO'S DOGS

Here's a quick money-making proposition that proves itself without costly investment or loss of time! Now! America's fastest-selling novelty item is yours to test!

The first set of 12 uproariously funny dog etchings, size 9 inches x 12 inches, suitable for framing is ready! Retails for 10c each or $1.00 per dozen. Convince yourself that this is a money-maker! Send 50c now and a sample set of 12 of these copyrighted dog etchings by the world famous artist, Zito, and a concrete proposition complete with price lists will be forwarded immediately. Act now and join the parade of money-making Zito agents and distributors.

P. BROOKS COMPANY, 19 WEST 34TH STREET, NEW YORK, N. Y.

PORTABLE TYPEWRITERS

First Time at These Low Prices **$9.35** In Case

The Bantam is a product of the great Remington factory. Has basic construction of high-price machines. Writes all capitals, no numbers. Three-row keyboard in standard set-up. An educational machine and entirely practical. Complete in attractive carrying case. Guaranteed. Order No. B27H25. Each $9.35.
The Cadet Portable, also a Remington product, is a de luxe portable with standard four-row keyboard. Prints both capital and small letters. Has type aligner, paper aligner, ribbon reverse. Instructor booklet. Modern design. Complete in carrying case. Order No. B27H27. Each $15.75.
Lots of 2 or more. Each $14.50.
Remington Bantam adding machine. Ideal for portable office work. Weighs only 10 lbs. and takes up less space than a letterhead. Adds 6 columns. Efficient, speedy, accurate, compact. Order No. B27H26. Each $37.13.
WRITE — WIRE TODAY.
25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

LARGEST, BUSHIEST, GENUINE Fur Fox TAILS

$5.00 PER 100
$45.00 A THOUSAND
SAMPLE 10¢

CASH IN ON THE HOTTEST FAIR ITEM
Rush order Now for same day shipment. Tails with two strong cords for tying on radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamers.

Genuine Lambskin 2x3 FT. FUR RUGS $1.00 Each
in white, brown or gray; big Flash. $5 seller in all dept. stores, closeout price.

On Both Items 1/3 DEPOSIT BAL. C. O. D.
H. M. J. FUR CO. 150 W. 28th St., N. Y. C.

ELGIN & WALTHAM
Renewed and Guaranteed WRIST WATCHES
7 JEWELS — New Cases, New Leather Straps. $2.70 Ea.
No Extra Charge for Sample Order. Write for FREE Money-Making Watch and Diamond Catalog.

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WHOLESALE JEWELER
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NEW STICKERS
RED, WHITE AND BLUE

Instant Hit With Business Men Wherever Shown.
Cut is actual size in only one color.
Label printed in
Red, White and Blue.
Sample Price $3.50 a thousand.
Prices in quantities upon request.

AMERICAN LABEL CO.
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BUY NOW and SAVE 50%
FUR COATS (Sample) $35.00

Amazing Values — Direct from Factory. Various Fur Coats, all sizes, $45-55. Richly Trimmed Cloth Coats. Formerly $69, now $22.
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Phone: PE-nn 6-0490.

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Smash values in all furs, styles and sizes. Here's a typical example: P'c'd. Seal, dyed Coney, genuine FUR COAT, Swagger or Fitted Style. All sizes, Tremendous bargain at..... **$9.00**

RUSH YOUR ORDER TODAY. Send for Free Price List featuring all leading Fur Coats at lowest prices. 1/3rd Dep., Bal. C. O. D.
ROEBLING FUR SHOP 118 W. 20th St., New York, N. Y.

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IMMEDIATE DELIVERY
ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED.
BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDERSOLD.
QUALITY AND FINISH GUARANTEED. SEND FOR FREE CATALOG.
ALFAB MFG. CO. 2ND & FILBERT STS., PHILADELPHIA, PA.
25% Deposit With Order, Balance C. O. D.

SPECIAL— CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. *BE SURE TO MENTION YOUR LINE OF BUSINESS.*
MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

ELGIN DRY SHAVER
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DISTRIBUTORS:
HUNDREDS OF DOLLARS WEEKLY FOR OPERATORS WHO CONDUCT SPECIAL STORE SALES!
If Your Jobber Can't Supply You Write Direct
ELGIN LABORATORIES
1649 FULTON ST. CHICAGO, ILL.
World's Largest Manufacturers of DRY SHAVERS and CAMERAS

Sandwich Grill just brought out by Universal Button Co. For homes with gas or oil ranges, not to mention campers and restaurants, the grill is said to do more things better than any similar device. It toasts two slices of bread at a time on both sides; bakes pancakes to a seal brown, cooks meat patties and steaks; it serves bacon crisp and is said to be ideal for eggs. Made of aluminum and steel, the grill has automatic temperature signal and self-adjusting top. It is remarkably low in price, and makers say testing laboratories have given it a high rating that augurs well for a rapid climb to popularity in prize and premium fields.

MINN. STATE FAIR——

(Continued from page 3)

weather Saturday brought a big crowd. The Snow White and the Seven Dwarfs, a special costume number in which dancing girls turned their dresses inside out to impersonate the Walt Disney characters, continued to be one of the best received grand-stand numbers.

Heavy rain did not deter fair attendance at the Royal American Shows on the midway. Friday night crowds milled thru muddy sawdust, many girls and women taking off shoes and stockings. Men played Sir Walter Raleighs.

B. C. Nevil, Peoria, Ill., pulled a "Corrigan" when he was assigned by his program crew at Des Moines to cover the Indianapolis fair as a program vender in the grand stand. He understood his orders were Minneapolis instead of Indianapolis and showed up at the Minnesota State Fair. He went to work and won the Lincoln Zephyr awarded as a grand-stand prize Saturday night.

4-CLUB SHOW——

(Continued from page 40)

on the outside Merrick Nutting did a real job of selling to the crowds that were calling it a day and heading for home. According to figures at hand Thursday night, more than 2,000 tickets were sold. Exact amount will not be known until final returns come in next week.

It was a grand fast-moving show thoroly enjoyed by the crowd, which showed appreciation of each act by loud applause. Emsee Hughes introduced Tommy Dorsey, who started the show off with his band in three fast numbers, followed by 12 acts chosen from the grand-stand show and Frolexland. Grand-stand band furnished the music for the acts, which included the Roxyettes, Reynolds Troupe, Francis Trio, Lee Barton Evans, Marcey Brothers and Beatrice, Midgets, Hawaiians' Extravaganza, Lee and Roule, World's Fair dancers, Texas Rangers, Kangaroo Act and Emsley. During the evening Frank A. (Whitey) Woods was awarded a silver cup as winner of a spielers' contest held earlier in the week. Presentation was made by Mr. Hughes, and, to quote Whitey, "I am at a loss for words; I have never had so many faces before me," but he revived and amused the crowd with a genuine midway "spiel."

Before close of the evening Mr. Hughes complimented the acts and members of the combined showmen's associations and presented to the audience J. W. (Patty) Conklin, George A. Hamid, Bob Morton, Joe Rogers and others amid great applause. Floor show ran an hour and a half, and Tommy Dorsey finished the evening with a dance program.

FINAL DAY SENDS——

(Continued from page 3)

make application for another WPA loan to construct a new Coliseum.

The unexpected pick-up in attendance on the last two days caused receipts of grand stand and Coliseum to surpass last year's by substantial margins. Altho a check-up is yet to be made, officials indicated that profits on the Coliseum's nightly Horse Show would run about $1,000 more than last year. Grand stand, too, was expected to show a good increase over last year inasmuch as afternoon and night shows, except on Saturday, were presented to capacity audiences. Johnny Jones Exposition also profited by increased attendance, receipts running a shade better than last year, it was said.

Toronto CNE Has 1,656,000, Best Since '28

TORONTO, Sept. 12.—Amid a barrage of fireworks, accompanied by a flourish of trumpets and rolling of drums, the curtain was lowered Saturday night on the Diamond Jubilee Canadian National Exhibition, August 26-September 10. A pageant with 150 players was principal closing feature, staged at the band shell. President George Brigden closed ceremonies with a short address.

Total attendance was 1,656,000 against 1,302,000 in 1937, an increase of 354,000. Attendance Thursday, 1938, 87,000; 1937, 76,000; Friday, 1938, 78,000; 1937, 74,000; Saturday, 1938, 167,000; 1937, 115,000. Attendance came closest this year for the past 10 years to the all-time high of 1928, when 2,039,0000 attended. Huge loss in 1937 was due to a polio epidemic. The 1936 figures of 1,603,000 are more comparative. Good weather marked the first 10 days. Rain last Wednesday caused the only decrease. Thursday and Friday were cool.

Exhibitors reported business very satisfactory. While grand-stand figures are not yet available, Charles Ross, manager of amusements, said business had been best in several years despite some chilly evenings. Saturday gave Frolexland its best day's business since Labor Day. Midnight was the legal dead line and police had to be called to clear the midway at that hour. J. W. (Patty) Conklin, director of Frolexland, said he was well pleased and that receipts would run 40 per cent above last year's. Kiddies' Playland proved a tremendous success and the management has decided to make it a permanent feature. Harry Seber's World's Fair Dancers, with admission at 50 cents, took the honors, receipts grossing around $16,000. Harry Lewiston's Ten-in-One ran a close second, with Darkest Africa third. Shirley Lyons' girl show at 25 cents was well in the money. Midget Village, well framed, fell below expectations. The ride section, featuring several new ones, came in for a big play, chalking up large grosses.

Dance Plaza, under a big top, featured Benny Goodman, Buddy Rogers, Guy Lombardo and Tommy Dorsey and played to an estimated 65,000 during the 14 days. Gratified with attendance, exhibition directors are already turning their thoughts to next year, contemplating a program of modernization to fronts of buildings and booths on the main street leading from the fountain to the amusement area.

Hirsch Returns Home

CHICAGO, Sept. 10.—W. R. Hirsch, manager of the State Fair of Louisiana, Shreveport, stopped off in Chicago for a day this week on his way home from Rochester, Minn., where he had been taking treatment. He appeared to have fully recovered his health.

Fair in Detroit Draws 732,669 During 16 Days

DETROIT, Sept. 12.—Michigan State Fair, August 27-September 11, went to an all-time record attendance of 732,669, all paid, including actual figures thru Saturday and an estimated 45,000 on Sunday. This establishes the highest figure for paid admissions at any State fair in the nation, in the opinion of the management.

Rain killed Saturday's business, and threatening weather kept Sunday's attendance down. Total gross at gates was given as $180,000. Attendance increased 76 per cent over last year. Midway business increased 67 per cent over last year for rides and shows, with concessions doing little less this year. Coliseum show played to 215,000, Kay Kyser packing in 15,000 on Sunday for an S. R. O. crowd. Sunday night's crowd made one of the best closings in recent years.

Management is strongly in favor of the 16-day fair, which means 60 per cent increase in attendance by itself. This year's fair in addition increased average daily attendance 10 per cent. Manager Frank N. Isbey said: "I'd never go back to run a 10-day fair. Sixteen days allows a chance to recover any losses from a few days of bad weather."

A $5,000,000 construction program is planned for next year on the basis of the successful fair, with reported possibility of a 30-day fair.

Young Show in 2d Wreck

CHICAGO, Sept. 10.—For the second time this season the Ernie Young revue company was in a train wreck this week. Due to undermining of the tracks by heavy rains, the Northwestern's Victory train was derailed Friday morning 17 miles from St. Paul. The engineer and a candy butcher were killed. Members of the Ernie Young company, on their way to the fair at Huron, S. D., escaped serious injury but several were badly bruised.

AFA Alleges Barnes-S-F Violated Wagner Act

NEW YORK, Sept. 10.—American Federation of Actors revealed this week that a complaint has been filed with the National Labor Relations Board in Washington changing the management of Al G. Barnes-Sells-Floto Circus with violating the Wagner Act. Filed on September 6 by AFL Attorney Herbert Thatcher, paper alleges that 25 employees of the show controlled by the Ringling-Barnum interests were discharged because of their affiliation with the AFA.

September 6 charges were considered an addition to the complaints previously filed with NLRB by the AFA against the Ringling-Barnum and Barnes-Sells-Floto management.

Crowson Seriously Injured

LOS ANGELES, Sept. 10.—William Crowson, internationally known high wire artist, was possibly fatally injured when he fell 75 feet to the ground before a capacity crowd during the afternoon performance of the Hagenbeck-Wallace Circus here today. Crowson never used a net. Circus officials reported that his apparatus was in perfect order.

Ohio Girl Is Miss America

ATLANTIC CITY, Sept. 12.—Marilyn Meseke, 21, Marion, O., was chosen Miss America Saturday night at the national beauty pageant here. She was entered as Miss Ohio. Runner-ups were Miss California, Claire James, 19, Los Angeles, and Miss Utah, Muriel La Von Goodspeed, 21, Salt Lake City.

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Around Court House week September 19, followed by Dickson, Tenn., Fair week September 26; two of the best County Fairs in Tennessee. Want Stock Concessions of all kinds. Also Grab Joints. Can place Shows with own outfits. All winter in the South. Address

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LETTER LIST——

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Thunderbolt, Fire Eater
Tyler, Carl A.
Van Ame, Patches
Westmoreland, Melvin D.
Willis, Macon E.
Wilson, Morgan W.
Yagla, E. L.

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PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

SHORTY SUMMERS . . . pens from Nashville, Tenn.: "Have been working to fair business here for the past three weeks. Town is open to doorways. Would like to read pipes from Johnny Voght, Jack Flowers, Blackie Blake, Mississippi Kid and the boys making Detroit."

LEONARD ROSEN . . . scribes from Toronto, Ont., that he is working rad there with Ozzie Routt, Jack Anthony, Bob Wilson, Flynn, John Gadden, Joe Fashtorest and Hymie Strunk. Rosen adds that he would like to read pipes from Eddie Gillespie and Charley Kosher."

DON'T BE too quick to criticize. You might be seeing just the surface of the thing criticized.

WILLIAM G. BERNARD . . . ace demonstrator and dandy conversationalist, clicked handily at the Cincinnati Pure Food Show, which closed Labor Day, with peelers.

JACK RUSHIN . . . of coil fame, is reported to have flagged plenty of lucre his way at the Canadian National Exhibition, Toronto, Ont., which came to a close September 10.

JACK RIPPEL . . . says: "Look! When you see those fellows 21 years of age and older eating penny candies you had better skip that spot. I know!"

WE KNOW SEVERAL med show owners who don't make a lot of noise vocally, but that they are matured and the superintendents of their shows is a fact easily recognized.

MERT CRAIG . . . of Craig Bros.' Med Show, tells from Watkins Glen, N. Y., that the organization has been enjoying good business on lots in that section. They plan to head south soon.

HARRY RUTHERFORD . . . crystal purveyor, blasts from Washington that he, Betty Freck and A. D. Stewart, with wax, are clicking to good results in Murphy's store there. He adds that they would like to read pipes from Bill Meaden and George Boush.

GAP WORKERS . . . at the Indiana State Fair, Indianapolis, included Ralph Kosterman, Al Katz and R. Anthoney. Eddie Gaillard and wife stopped off for a day's visit while en route to the fair in Louisville.

DR. GEORGE M. REED . . . who has been unable to do much work for the past 10 months due to poor eyesight, scribes from Columbus, O., that the boys making the Ohio State Fair there recently took up a collection and presented him with $33.75 to enable him to have his earphone overhauled and his glasses adjusted.

YOU DEPARTMENT store workers, how are prospects for the winter?

THAT YOU CAN'T . . . expect to peddle your wares in Columbus, O., without a license was clearly indicated recently when 16 persons were arraigned in Municipal Court there and charged with peddling without licenses following their arrest by a local gendarme in the downtown area.

VFW CONVENTION . . . and Ohio State Fair notes by Dr. George M. Reed: The convention was a success but no good for demonstrators and novelty workers. . . . Robert and Fred Guthrie were much in evidence. . . . Walter Byers took time off from the Pumpkin Fair to work the crawling babies on the big day here. . . . Louie Whiteman clicked with gummie. . . . Earl B. Wilson, ace polish worker, corralled his share of the lucre. . . . Herbert Hull has forsaken the game for the time being but says he would like to read pipes from Tom Kennedy, Art Cox, Frank Libby and Bob Wilson.

WHO'S GOING to make the American Legion Convention in Los Angeles this year?

TOMMY BURNS JR. . . . with candy, and his wife, with a handwriting analysis stand, worked the Indiana State Fair, Indianapolis, to fair business.

ALTHO CROWDS . . . at the Indiana State Fair were much larger this year than last, business for the boys making the event was off about 40 per cent.

THINGS WE NEVER HEAR: "We could dispose of more shelf and case-worn merchandise by pointing to pitchmen as selling examples instead of continually knocking them."—Local merchant.

ALVIA AND LOWELL PETERS . of mystery arrow fame, come thru with the following query from Minneapolis. "Why can't the gang be more truthful in their communications to the pipes column? We read in a recent issue where it was reported that Pittsburgh was n. g. Well, anyone who can't get money there certainly doesn't want to live there, for he'll be on relief in a week. We know, because we have just concluded a two-month stand there. We've covered 28 States since last fall, and Pennsylvania tops 'em all. Why don't the boys save their ink if they can't be more accurate and more truthful? As we said before, we've been from Coast to Coast and from the Gulf to the Lakes, and this is the toughest

Next Issue

LIST NUMBER

Will Feature the Following Lists:

FAIRS
CONVENTIONS
COMING EVENTS
DOG SHOWS
FRONTIER CONTESTS

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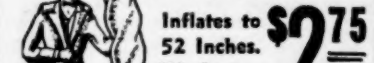

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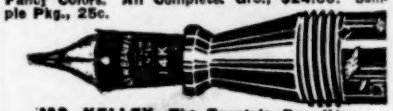

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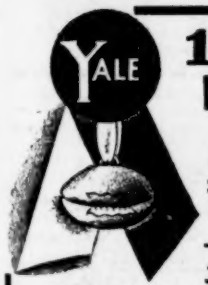

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Sample Dozen 55c, $4.00 per 100, $30.00 per 1000.

Send 5c for sample & literature on Midget Bible and Fanny Dance.

Globe Novelty Co., 401-A Bellevue, Detroit, Mich.

town we've hit. There's no reader on p. p. here, but the natives believe nothing they see and about one-tenth of 1 per cent of what they hear. Town is full of pitchmen who can't get into the State fair here. We plan to head westward to Spokane, Wash., then on south to good old Los Angeles." Inclosed with the Peters' pipe was a tear sheet from the first page of *The Minneapolis Star* which carried a favorable four-column story, written by Ralph Mueller, *Star* staff writer, anent the manner in which Lowell purveys his wares. Accompanying the story were two two-column cuts depicting Lowell at work.

HUSTLER'S TIPS: You fellows purveying the ink sticks, now's the time to make the knowledge boxes. Now that the school term is definitely under way it shouldn't be a difficult matter to catch the boys and girls as they wend their way homeward. Then, too, who would make better prospects for just the item you're selling than high school or college students? Think it over, boys, it might be a means of salvation in these recession times.

FRED McFADDEN . . . ace jewelry worker, is now in his 16th week in the H. L. Green store, Seattle, and clicking to satisfactory results.

"HAVE BEEN . . . enjoying good weather and fair business here," pipes Maxie Gelbstein from Laurelton, Pa. "Met a lot of old friends, including Jean Dorfman, who is operating a swell dart game and getting top money with it. Still working an auction store. Would like to read pipes from Morris Kahntroff."

TRIPOD OPININGS: "No product ever sold itself. Energy, personality and convincing talks are required to put over sales."

"WELL, HERE WE ARE . . . in California," wigwag Sunshine and Ruth Rogers from Whittier. "Came in thru Northern California. Fruit crops are way off on prices and money is not plentiful, with poor business prevailing thru the valleys. It just doesn't look good to us as far as big takes are concerned. We'll begin booking our act September 15."

DOC HOUCK . . . still has his new flash clicking to good results in Pennsylvania territory, according to word drifting into the Pipes desk from that neck of the woods.

JIMMY, the Jive King, wants to know which of the boys are still stepping and having an elephantoneous season.

WHAT'S DOIN' . . . Bob Linanfelser? Are you still working the juice extractor?

REPORTS DRIFTING . . . into the Pipes desk from Denver indicate that Whitie Christenson is corralling some long green there.

PAUL, THE POKE MAN, sez: "Pitchmen are master sales psychologists and their efforts are not with one person, but with crowds. That's why the pitchman usually succeeds where the store clerk fails.

A. L. RICHARDS . . . is still clicking and grabbing off some folding dough with his newly perfected rug-needle layout.

HOW DID THE . . . Iowa and Minnesota fairs treat you, Slim Napier? Haven't had a pipe from you in some time.

HOW'S BUSINESS . . . with you fellows who are working Pittsburgh?

HARRY MAIERS . . . erstwhile mayor of Park Row, pencils from Montefiore Hospital, Bronx, New York, that his health is much improved but that his physical condition will not again permit him to work as a pitchman, auctioneer or med man. Altho he is still bedridden, Harry infos that he has written several songs which he believes might find a market. He adds that he hated to lose Labor Day.

Events for 2 Weeks

(Sept. 12-17)

CALIF.—Glendale. Dog Show, 18.
Lodi. Grape & Wine Festival, 16-18.
Los Angeles. E. Los Angeles Rodeo, 17-18.
Walnut Creek. Festival, 16-18.
COLO.—Arvada. Harvest Festival, 16-17.
Cortez. Rodeo, 15-17.
IDAHO—Cottonwood. Stock Show, 14-15.
ILL.—Bloomington. Soldiers, Sailors & Marines' Reunion, 15-17.
Gridley. Corn-Colt Show, 15-17.
Mendota. Fall Festival, 14-16.
Vandalia. Old Settlers' Reunion, 15-16.
Washburn. Fall Festival & Home-Coming, 15-17.
IND.—Brookston. Street Fair & Horse Show, 14-17.
Middletown. Horse Show & Home-Coming, 14-17.
North Judson. 30th Jubilee, 14-17.
Peru. Indian Powwow at Sulphur Springs Park. 18.
Veedersburg. Street Fair, 11-17.
IA.—Ottumwa. Dog Show, 17-18.
Waverly. Old Settlers' Reunion, 16-17.
KAN.—Topeka. Dog Show, 15-16.
Weir. Home-Coming, 16-18.
MASS.—Boston. Gift Show, 12-16.
MICH.—Van Buren. Silver Jubilee & Fair, 13-17.
MINN.—Morristown. Corn & Colt Show, 16-17.
MO.—Chillicothe. Legion Calf & Horse Show, 12-14.
Gallatin. Fall Festival, 14-17.
Lockwood. Fall Festival, 15-17.
NEB.—Utica. Fall Festival, 16-17.
N. J.—Camden. Dog Show, 18.
Far Hills. Dog Show, 16-17.
N. M.—Santa Fe. Dog Show, 17-18.
N. Y.—New York. Premium Expo., 12-16.
N. C.—Elizabeth City. Firemen's Festival, 12-17.
N. D.—Sharon. Fall Festival, 15-17.
O.—Ashtabula. Celebration, 15-17.
Canal Winchester. Fall Festival, 14-17.
Cleveland. Dog Show, 18.
Cleveland. Ye Old County Fair, 14-18.
Columbus. Dog Show, 16.
Columbus. 70th Anniv. of Order Railway Conductors, 12-17.
Junction City. Home-Coming & Water Festival, 12-17.
Salem. Legion Fall Festival, 16-17.
Trotwood. Fall Festival & Pumpkin Show, 15-17.
OKLA.—Enid. Cherokee Strip Celebration, 14-17.
Perry. Cherokee Strip Celebration & Rodeo, 16-17.
ORE.—Pendleton. Round-Up, 15-17.
PA.—Johnsonburg. Firemen's Celebration. Second week in Sept.
McClure. Bean Soup Celebration & Home-Coming, 15-17.
Mt. Pleasant. Firemen's Fair, 10-17.
Pittsburgh. Allegheny Co. Sesquicentennial, 2-24.
TENN.—Dresden. Potato Festival, 14-16.
Memphis. Rodeo, 12-17.
Millington. Church Fair, 12-17.
UTAH—Logan. Rodeo, 12-14.
WIS.—Barron. Fall Festival, 15-17.
Wisconsin Rapids. Cranberry Harvest Festival, 16-18.
WYO.—Basin. Bean Festival, 16-17.

(Sept. 19-24)

CALIF.—San Mateo. County Fiesta, 21-25.
COLO.—Denver. Dog Show, 23-24.
IDAHO—Lewiston. Rodeo, 22-24.
ILL.—Blue Mound. Legion Homecoming, 21-24.
Forreston. Sauerkraut Day, 22.
IND.—Goshen. Street Fall Festival, 22-24.
Shirley. Fall Festival, 19-24.
IA.—Keokuk. Free Fall Festival, 19-24.
Marion. Legion Celebration, 18-25.
KAN.—Atchison. Bridge Dedication, 20-21.
Wichita. Fall Festival, 19-24.
MICH.—Paw Paw. Grape Festival, 23-25.
MINN.—Amboy. Corn Festival, 20-21.
Montgomery. Kolacky Days, 24-25.
West Concord. Homecoming, 21-22.
MO.—Joplin. Dog Show, 24-25.
Kansas City. Jubilesta, 19-Oct. 1.
Rockport. Fall Festival, 21-23.
Springfield. Dog Show, 21-22.
NEB.—Plattsmouth. King Korn Karnival, 21-24.
N. J.—Woodstown. Rodeo, 20-24.
N. Y.—Westbury, L. I. Dog Show, 25.
O.—Chippewa Lake. Dog Show, 25.
Greenville. Northwest Territory Celebration, 23-24.
Lucas. Street Fair, 21-24.
Seaman. Farmers' Fall Festival, 22-23.
Seville. Merchants & Firemen's Street Fair, 22-24.
PA.—Allentown. Dog Show, 24.
Philadelphia. Bryn Mawr Horse Show, 21-24.
S. D.—Milbank. Farmer Days, 23-24.
Wentworth. Corn Days, 21-22.
VA.—Fairfax. Horse & Pony Show, 24.
WIS.—Boscobel. 4-H Club Exhibit, 25.
Fond du Lac. Dog Show, 25.
CAN.—Shawinigan Falls, Que. Commercial & Industrial Exhn., 19-25.

4-Club Show

(See page 57)

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N284	Clip Combs	2.95
N310	Men's Quality Black Pocket Comb	2.25
V89	Assorted Charms	.55
	Small Camera with 2 films	3.95
	Army & Navy Needle Book	1.09
N145	Chinese 8" Sewing Basket. Doz.	.59
A101	Star Razor Blades on card	1.17
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H8	Trix D. E. Blades, 1,000	2.95
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ROUTES

(Continued from page 25)

Zito (Claremont) NYC, ro.
Zorita (Wonder Bar) Cincinnati, nc.

REPERTOIRE

Blythe Players: Fine, N. Y., 12-17.
Brownie's Comedians: Clover, Va., 12-17.
Chicago Players: (Fair) Monroe, Me., 23-24.
Donella Dramatic Co.: Red Lodge, Mont., 13; Bridger 14; Lovell, Wyo., 15; Thermopolis 16; Riverton 17; Shoshoni 18.
Ginnivan, Frank R., Dramatic Co.: Bellaire, Mich., 12-17.
Ginnivan, Norma, Dramatic Co.: Fayette, O., 12-17.
Heffner-Vinson Show: Swainsboro, Ga., 14-15; Claxton 16-17.
Lockboy's Comedians: Dillon, S. C., 12-17.
Obrecht Co.: Farmington, Minn., 12-17.
Sadler's Own Co.: Graham, Tex., 17.
Schaffner Players: Queen City, Mo., 12-16.

MISCELLANEOUS

Arthur, Magician: Broomtown, Ala., 14-15; Cedar Bluff 16-17.
Bonger & Andrillita: Hartford, Mich., 14-17.
Birch, Magician: Benkelman, Neb., 14; Wray, Colo., 15; Sterling 16; Greeley 19; Ft. Collins 20; Longmont 21; Aurora 23; Lafayette 24.
Bishop Show: Gore, Va., 12-17.
Bragg Bros.' Show: (Fair) Monroe, Me., 23-24.
Burro Ball: Broomall, Pa., 13; Columbia, Va., 15; Farmville 16; Boydton 17.
By-Gosh Vaude Tent Show: Tunnelton, W. Va., 12-18; Smithfield 19-24.
Coriell Family Show: Willmar, Minn., 15-17; Postville, Ia., 18-20.
Craig Bros.: Coopers Plains, N. Y., 12-17.
Coward Linden, Magician: Elberton, Ga., 15-17.
Daniel, B. A., Magician: Madison, Wis., 12-15; Janesville 16; Wales 17; Jefferson 19; Wyocena 20.
DeCleo, Magician: Marysville, O., 14-24.
Frantz Show: McAdoo, Pa., 12-17.
Fred's Kiddie Circus: Fremont, Ill., 14; La Porte, Ind., 17; Milford 18.
Hunsinger, Harry, Magician: Risco, Mo., 12-17.
LaZellas, Aerial: (Fair) Parkers Prairie, Minn., 12-17.
Lankford Band: Centerville, Tenn., 12-17.
Lewis, H. Kay, Hollywood Varieties: Ballantine, Mont., 13; Deaver, Wyo., 14; Basin 15-17.
Long, Leon, Magician: Bowling Green, Ky., 12-15; Rome, Ga., 17-20; Rockmart 21-22.
McNally Variety Show: Clintondale, N. Y., 12-17.
Magrum, C. Thomas, Magician: Salisbury, Mass., 12-13; N. Whitefield, Me., 14; Bar Harbor 15; South West Harbor 16-17; Princeton 19-20.
Marquis, Magician: Gooding, Ida., 14; Mountain Home 15; Boise 16-17.
Mayfield, Tonapa Co.: Craigsville, Pa., 12-17.
Metropolitan Comedy Co.: Ship Harbor, N. S., Can., 12-14; Sheet Harbor 15-17.
Miller, Al H., Show: Morven, Ga., 12-17.
Morris, Chet, Mirth & Mystery Show: Linton, Ga., 12-17.
Ricton's Indoor Dog Circus: Sells, Ga., 14; Winder 15; Brazelton 16; Campton 17.
Valentinos, Flying: Longview, Tex., 12-17; Tyler 19-24.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)

Bankhead, Tallulah: (Curren) San Francisco.
Golden Boy: (Harris) Chicago.
Hell's a Poppin': (Shubert) Boston.
Lawrence, Gertrude: (Biltmore) Los Angeles.
Missouri Legend: (Erlanger) Buffalo, N. Y., 14-17.
Pins & Needles: (Metropolitan) Seattle.
Sing Out the News: (Forrest) Philadelphia.
Tobacco Road: (Queensboro) Elmhurst, L. I.
What a Life: (Wilbur) Boston.
You Never Know: (Horace Bushnell Aud.) Hartford, Conn., 16-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Acme Am. Co.: Arbyrd, Mo.
American Expo.: Hartford, Mich.
American United: Burns, Ore.
Anderson-Srader: Washington, Kan.; Atchison 19-24.
Atlantic Coastal: Dumfries, Va.; Fredericksburg 19-24.
B. & H. Am. Co.: Greelyville, S. C.
Bantly All-American: Tyrone, Pa.; Clearfield 19-24.
Barfield's Cosmopolitan: (Fair) Dayton, Tenn.; (Fair) Dalton, Ga., 19-24.
Barkers: Fredericktown, Mo.
Barkoot Bros.: Carson City, Mich., 13-15.
Barnhart's Golden West: Zumbrota, Minn., 14-17.
Bass & Lane Am. Co.: (Fair) Huntingdon, Tenn.
Beckmann-Gerety: Topeka, Kan., 10-16.
Bee, F. H.: (Fair) Jasper, Tenn.
Blue Ribbon: Muncie, Ind.
Bockus: Greenville, N. C.
Brown Family Rides: Alley, Ga.
Brown Novelty: (Fair) Lyons, Ga.
Buck, O. C.: Elizabeth City, N. C.
Buckeye State: Leland, Miss.
Bullock Am. Co.: Narrows, Va.
Burdick's All-Texas: (Fair) Sugarland, Tex.
Burke, Harry: Villa Platte, La.; (Fair) Port Allen 19-24.
Byers & Beach: Kennett, Mo.
Byers Greater: (Fair) Edina, Mo., 12-16; (Fair) Sullivan, Mo., 20-24.
Campbell's United: Register, Ga.
Casey, E. J.: Yorkton, Sask., Can.; Portage la Prairie, Man., 21-24.
Celebration Shows: (Fair) Wabash, Ind.; Veedersburg 19-24.
Central State: Stillwater, Okla.
Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Woodstown, N. J., 19-24.
Clyde's United: Cherry Tree, Pa.
Coleman Bros.: (Fair) Greenfield, Mass., 12-15.
Conklins: London, Ont., Can.
Cotton Belt Am. Co.: Black Oak, Ark.
Crafts 20 Big: (Fair) Pomona, Calif., 15-Oct. 2.
Crescent Am. Co.: Fort Mill, S. C.; Troutman, N. C., 19-24.
Crowley's United: Pawhuska, Okla.
Crystal Expo.: (Fair) Maryville, Tenn.; (Fair) Sevierville 19-24.
Cumberland Valley: (Fair) Woodbury, Tenn.; (Fair) Manchester 19-24.
Curl, W. S.: (Fair) Washington C. H., O., 13-16.
De Luxe: Baltimore, Md.
Dick's Paramount: (Fair) South Paris, Me.; (Fair) Farmington 20-22.
Dixie Model: (Fair) Honaker, Va.; (Fair) Burnsville, N. C., 19-24.
Dudley, D. S.: Tulia, Tex.; Crosbyton 19-24.
Dyer's Greater: La Farge, Wis., 12-14; Booneville, Miss., 19-24.
Edwards, J. R.: (Fair) Painesville, O.; (Fair) Paulding 19-24.
Elite Expo.: (Fair) Central City, Neb., 12-15; (Fair) Utica 16-18.
Elman: Mayville, Wis., 12-16; Milwaukee 17-21; Forreston, Ill., 22; Dixon 23-28.
Endy Bros.: (Fair) Doylestown, Pa.; (Fair) Gratz 19-24.
Evangeline: (Fair) Durant, Okla.; (Fair) Hope, Ark., 19-24.
F. & M.: Newport, Pa.
Fairly & Little: (Fair) Spencer, Ia.; Centerville 19-24.
Falls City: Auburn, Ky.
Fidler's United: Malden, Mo.; West Plains 19-24.
Florida Expo.: Denmark, S. C.
Fleming, Mad Cody: Ellijay, Ga.
Frisk Greater: (Fair) Bird Island, Minn., 12-14; (Fair) Jordan 15-17; (Fair) Hutchinson 19-22.
Funland: (Fair) Monterey, Tenn.
General Am. Enterprises: Waxahachie, Tex.; Lone Oak 19-24.
Gibbs, W. A.: Caldwell, Kan.; Humboldt 19-24.
Gold Medal: (Fair) Kentland, Ind., 13-16.
Gooding, F. E.: Utica, O., 23-24.
Gooding Greater: Carthage, O.
Goodman Wonder: (Fair) Memphis, Tenn.; (Fair) Huntsville, Ala., 19-24.
Great Southern: Valley Head, Ala.
Greater American: Lutesville, Mo.
Greater U. S.: Perry, Okla., 12-15.
Greater United: (Fair) Holdenville, Okla.
Groves: Stuttgart, Ark., 12-19.
Happyland: (Fair) Saginaw, Mich.; (Fair) Allegan 20-24.
Harris: Augusta, Ky.
Heller's Acme: (Fair) Timonium, Md., 12-15; (Fair) Warsaw, Va., 19-24.
Henke Bros.: (Fair) Wabeno, Wis., 13-18.
Hennies Bros.: Columbus, O., 13-17.
Heth, L. J.: Milan, Tenn.; (Fair) Jasper, Ala., 19-24.
Hilderbrand: (Fair) Grants Pass, Ore.
Hippodrome: Kincaid, Ill.
Hodge, Al G.: Cedar Falls, Ia.
Hoffner: Alexis, Ill.
Hughey Bros.: Girard, Ill.; (Fair) Shawneetown 19-24.
Hurst, Bob: (Fair) Front Royal, Va.; (Fair) Carthage, N. C., 19-24.
Hyde, Eric B.: (Fair) Rocky Mount, Va.; (Fair) Zebulon, N. C., 19-24.
Ideal Expo.: Charlottesville, Va.
Illinois Am. Co.: Champaign, Ill.
Imperial: Roodhouse, Ill.
Jones, Johnny J., Expo.: (State Fair) Louisville, Ky.; (Fair) Chattanooga, Tenn., 19-24.
Joyland: Lodi, Calif.
Joyland: Cadillac, Mich.
Kaus Expo.: Galax, Va.

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HELLER'S ACME SHOWS, Inc.

Want for Following Fairs: Northern Neck, Warsaw, Va., Sept. 20-24; Hendersonville, N. C., Oct. 3 to 8; Pickens County, Central, S. C., Oct. 10 to 15; Laurens, S. C., Oct. 17 to 22. WANT Shows, Plantation, Grind Shows, Pit Shows, Motor Drome. Will book Octopus, Ridee-O, Loop-O-Plane. Want Concessions of all kinds. Pearl Shields write. Out all winter. Fairs until Thanksgiving Week. Terry Martin wants to hear from Bob Hallock, Al Rogers, O. H. Tipee. Rates according to times.

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WANTS FOR THE FOLLOWING BONA-FIDE FAIRS AND OTHERS TO FOLLOW:

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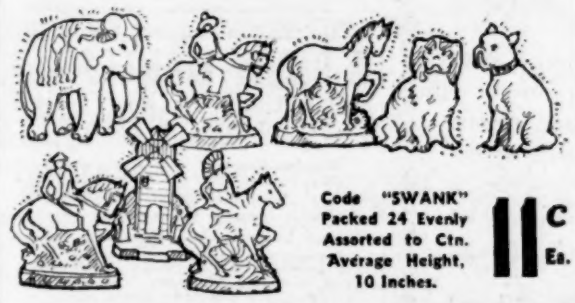
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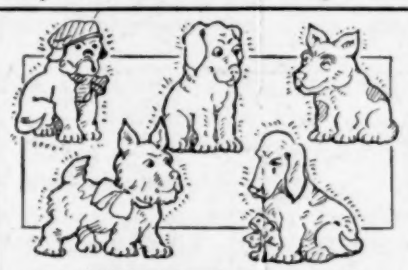
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Kaus, W. C.: Woodstock, Va.
Keystone: (Fair) Spruce Pine, N. C.; (Fair) Gainesville, Ga., 19-24.
Kline's Greater: Elkton, Ky.; (Fair) Payette, Ala., 19-24.
Krekos West Coast Am. Co.: (Fair) Yreka, Calif.
Landes, J. L.: (Fair) McCook, Neb.; (Fair) Hiawatha, Kan., 19-24.
Lang, Dee: Newport, Ark., 11-18.
Large, H. P.: Blaine, Miss.
Latlip Home State: Sutton, W. Va., 10-17.
Lawrence, Sam: (Fair) Front Royal, Va.; (Fair) Carthage, N. C., 19-24.
Lewis, Art: (Fair) Great Barrington, Mass.; (Fair) Rutherfordton, N. C., 19-24.
Liberty National: Tiptonville, Tenn.

McKee: (Fair) Purcell, Okla.; (Fair) Fairview 19-24.
Magic Empire: (Fair) Enid, Okla.
Marks: (Fair) Lynchburg, Va.; (Fair) Mt. Airy, N. C., 19-24.
Merry Midway Attrs.: Pineville, W. Va.
Miller Bros.: Ardmore, Okla.
Miller Amusements: Texarkana, Ark.; (Fair) Plain Dealing, La., 19-24.
Miner Model: McClure, Pa.
Miner Ride Unit: (Fair) Northampton, Pa.
Naill, C. W.: (Fair) Winnsboro, La.; (Fair) Lake Providence 19-24.
Northwestern: Otsego, Mich., 14-17.
Oklahoma Ranch: (Fair) Tologa, Okla., 14-17.
Oliver Am. Co.: Winona, Mo.
Orange State: (Fair) Newcastle, Va.
Ozark: Osawatomie, Kan.
Page, J. J., Expo.: (Fair) McMinnville, Tenn.; (Fair) Rome, Ga., 19-24.
Parade of Shows: Teague, Tex.; (Fair) Athens 19-24.
Pearson: Effingham, Ill.
Penn State: McConnellsburg, Pa.
Pryor: Bethel, O.
R. & A.: (Fair) Pamplico, S. C.; (Fair) Latta 19-24.
Reading's: Sparta, Tenn.
Regal United: (Fair) Postville, Ia., 15-20; (Fair) Batavia 21-24.
Reynolds & Wells United: (Fair) Marshalltown, Ia., 12-16.
Rogers & Powell: Luxora, Ark.
Rogers Greater: Centerville, Tenn.
Roland: (Fair) Mathews, Va.
Royal American: Paducah, Ky.; (Fair) Nashville, Tenn., 19-24.
Royal Midway: Warren, Ark.
Royal United: (Fair) Table Grove, Ill., 14-15; (Fair) Vermont 16-17.
Rubin & Cherry Expo.: (Fair) Jackson, Tenn.; (Fair) Laurel, Miss., 19-24.
Santa Fe Expo.: Eldorado, Kan.
Savidge, Walter, Rides: Manilla, Ia., 16-17.
Scott Bros.: (Fair) Dresden, Tenn.; (Fair) Red Bay, Ala., 19-24.
Seccalum Ride Unit No. 1: (Fair) Toledo, O., 13-16.
Seccalum Ride Unit No. 2: (Fair) Upper Sandusky, O.
Sheesley Midway: (Fair) Springfield, Mo.; (Fair) Amarillo Tex., 19-24.
Shugart: (Fair) Okemah, Okla., 15-17; (Fair) Perkins 20-22.
Silver State: (Fair) Mitchell, Neb.;
Sims Greater: Oshawa, Ont., Can., 12-14; Midland 15-17; Brantford 19-24.
Smith Bros.: (Fair) Cheyenne, Okla.
Smith Greater Atlantic: Selma, N. C.
Sol's Liberty: Macomb, Ill., 15-17; Keokuk, Ia., 19-24.
Southland: Champaign, Ill.; Harrisburg 19-24.
Sparks, J. P.: Monticello, Ky.
Spencer, C. L.: Noel, Mo.
State Fair: (Fair) Dewey, Okla., 12-15; (Fair) Tulsa 16-24.
Sunset Am. Co.: Nauvoo, Ill.; (Fair) Palmyra, Mo., 19-24.
Tassell, Barney, Unit: Leesburg, Va.
Texas: Victoria, Tex.
Texas Kid: (Fair) Ralls, Tex.; (Fair) Rising Star 19-24.
Texas Longhorn: (Fair) Sweetwater, Tex.; (Fair) Mt. Pleasant 19-24.
Thomas, Art B., No. 1: Huron, S. D., 11-16; Cooperstown, N. D., 19-20; Milbank, S. D., 23-24.
Thomas, Art B., No. 2: Huron, S. D., 11-16; Volga 17; Midway Park 18; Springfield, Minn., 20; St. James 22; Garretson, S. D., 23-24.
Tidwell, T. J.: (Fair) Anadarko, Okla.; (Fair) Ada 19-24.
Tilley No. 1: Colfax, Ill., 14-17.
Tilley No. 2: New Bedford, Ill., 14-17.
Valley: Seguin, Tex.; (Fair) New Braunfels 19-24.
Wade, W. G.: (Fair) Coldwater, Mich.; (Fair) Delaware, O., 19-24.
Wallace Bros.: (Fair) Okolona, Miss.; (Fair) West Point 19-24.
Wallace Bros.: Lindsey, Ont., Can.
Ward, John R.: Madisonville, Ky.; Paducah 19-24.
Weer, M. R.: Berrien Springs, Mich.
West Bros.: (Fair) Butler, Mo.; Osceola, Ark., 19-24.
West Coast: Aberdeen, Wash.; Puyallup 19-25.
West Coast Am. Co.: (Fair) Yreka, Calif., 13-18; Colusa 21-26.
West, W. E., Motorized: Gallatin, Mo.; Clinton 19-24.
Western States: (Fair) Blackwell, Okla.; (Fair) Iowa Park Tex., 19-24.
West's World's Wonder: North Wilkesboro, N. C.
Weydt Am. Co.: Viroqua, Wis., 15-18.
White City: (Fair) Elko, Nev., 13-18; (Fair) Fallon 20-25.
Williams, Ben: Fredericton, N. B., Can., 10-17.
Williams, S. B.: (Fair) Walters, Okla.
Wilson Am. Co.: Herrick, Ill.
Winters Attrs.: Bridgeport, O.
Wolfe Am. Co.: Marion, S. C.
World of Fun: (Fair) Clintwood, Va.
World of Mirth: Brockton, Mass.
Wright's Motorized: (Fair) La Plata, Md.
Yellowstone: (Fair) Douglas, Wyo.
Young, Monte, No. 1: Pocatello, Ida., 15-17.
Young, Monte, No. 2: Tremonton, Utah, 15-17.
Young, Monte, No. 3: Provo, Utah, 15-17.
Zeiger, C. P., United: (Fair) Forsyth, Mont., 12-14.
Zimdars Greater, No. 1: (Fair) Pulaski, Tenn.; (Fair) Athens, Ala., 19-24.
Zimdars Greater, No. 2: (Fair) Savannah, Tenn.

ATTENTION
CORN GAMES
GRIND STORES
SALESBOARDS

Beacon Blankets
"make Warm Friends"

ATTENTION
AUCTIONEERS
PITCHMEN
PREMIUMS

HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS IN THE CONCESSION WORLD.

BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

INTERMEDIATE CANDY **GIVE-A-WAY**
SUPREME CONFECTIONS. This attractive package is packed with High Grade Candy, guaranteed to stand up in all weather. Assorted Color Cellophane wrapped. Packed 100 to Carton.
$2.75 per Carton; 500 Pkgs., $13.75; 1,000 Pkgs., $27.50.
25% Deposit With Order, Balance C. O. D.
SEND FOR ILLUSTRATED CATALOG.
MARVEL CANDY CO., Inc., 101-103 Wooster St., N. Y. C.

CIRCUS AND WILD WEST

Barnes, Al G., and Sells-Floto: Oklahoma City, Okla., 13, Ardmore 14; Wichita Falls, Tex., 15; Altus, Okla., 16; Lawton 17; Cheyenne 18; Pampa, Tex., 19; Plainview 20; Lubbock 21; Sweetwater 22.
Downie Bros.: Smithfield, N. C., 13; Sanford 14; Asheboro 15; Rockingham 16; Albemarle 17; Salisbury 19.
Kelly, Al G., & Miller Bros.: Elgin, Kan., 13; Sedan 15; Prue 16; Hormer 17.
Parker & Watts: Poteau, Okla., 13; Mena, Ark., 14; De Queen 15; Ashdown 16; Nashville 17.
Polack Bros.: Prince Albert, Sask., Can., 13-17; Moose Jaw 19-24.
Richard Bros.: Manning, S. C., 13; Elloree 14; Branchville 15.
Robbins Bros.: High Point, N. C., 13; Raleigh 14; Fayetteville 15; Wilmington 16; New Bern 17; Washington 19; Greenville 20; Kinston 21; Goldsboro 22; Rocky Mount 23.
WPA: Ozone Park, Queens, N. Y., 13-17.

INSURANCE
CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.
CHARLES A. LENZ
Permanent Address,
440 Insurance Exchange Bldg., Chicago, Ill.

TRUCKS
AUTOMOBILES — MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

FIREMEN'S CELEBRATION
Oxen Hill, Md., 5 Miles From Washington, D. C., September 19 to 24.
Wanted—Legitimate Concessions, $15; Shows, 30 per cent; Rides that don't conflict, 30 per cent. Want Good Free Acts. Other Celebrations and Fairs to follow.
EDWARD A. OLIVER.

DYER GREATER SHOWS WANT

RIDES—Small Merry-Go-Round, Loop-O-Plane, Gas Cars or Ponies.
SHOWS—All open except Athletic, Girl and Magic.
CONCESSIONS—Legitimate Stock only. Ex. sold on Bingo, Cookhouse and percentage. All others open.
WANT—Good Griddle Man and Agents for Legitimate Concessions. Always openings for good men. Positively no Grift or Girl Show.
Booneville, Miss., Sept. 19-24, Prentiss County Fair; Pontotoc, Miss., Sept. 26-Oct. 1, American Legion Fair; Ripley, Miss., Oct. 3-8, Tippah County Fair; Aberdeen, Miss., Oct. 10-15, Junior Chamber of Commerce Fair.

SOUTHLAND SHOWS

WANTED for long season South, playing the money spots in Arkansas, Louisiana and Mississippi Delta. Out until Xmas. We have eight up-to-date Rides and ten Shows. CAN PLACE organized Minstrel Show and small Pit Show. Have Complete frame-ups for both. WILL BOOK Independent Concessions of all kinds, including Cook House. Fair and Celebration Committees in Arkansas, Louisiana and Mississippi, we carry sensational Free Act and up-to-date Shows and Rides owned by the management, so you will not be disappointed. Address **Champaign, Ill., week Sept. 12; Harrisburg, Ill., week Sept. 19.**

WANTED FOR F. E. GOODING CIRCUS SIDE SHOW

WANT GOOD FREAK TO FEATURE AND WORKING ACTS

Outdoor Season Until Third Week of October Then Store Show.

Address G. C. DRUMM, Carthage, O., this week; Hartford City, Ind., week of Sept. 19; Bluffton, Ind., week of Sept. 26.

WANTED

COWBOYS, GIRLS, WILD WEST AND RODEO ACTS
People With or Without Stock, Bucking Horse and Steer Riders.
Will rent or buy few more Rodeo Stock. We feed people in our cookhouse. Riders come. All write or wire. No collect wires.
HARRY TAYLOR, Arena Director,
Rich Hill, Mo., September 21 to 23; Jackson, Tenn., September 29 to October 2; Then Three Mississippi Fairs.

WANT

FOR MERCHANTS' FALL FESTIVAL AND STREET FAIR, ALEXIS, ILL., SEPT. 15-16-17,
Two Big Days, Three Big Nights.
Concessions of all kinds except Eats. WANT Corn Game. Concessions must work for stock and 10 cents.
WM. HOFFNER AMUSE. CO.

WANTED CARNIVAL

With Rides and Shows for
HASKELL COUNTY FAIR AND FARMERS' PICNIC, AT STIGLER, OKLA.,
September 29 to October 1.
Carnival may set all week, with exclusive rights to grounds. RUPERT CROSS, Secy., Stigler, Okla.

YADKIN COUNTY FAIR

EAST BEND, N. C., SEPTEMBER 27-30.
Wants Rides and Concessions.
HOVEY NORMAN, Secretary.

AT LIBERTY AFTER OCT. 15

NUMBER 5 FERRIS WHEEL.
Will furnish own transportation. Must be work for all winter. Address all communications to
ANTHONY FANTASIA, 109 Segmore Street, Bristol, Conn.

Bright Lights Expo. Shows

Want Rides Not Conflicting, Two More Shows, Concessions of All Kinds.
No racket. Good opening for Flat Ride.
Write or Wire JOHN GECOMA,
Monterey, Va., This Week.
Hot Springs, Va., Next Week.

WANTED CARNIVAL

FOR FALL FESTIVAL, SEPTEMBER 19-24
WAVERLY, ILLINOIS.
Address: FRANK CLARY, Commander, American Legion Post 262, Waverly, Ill.

IDEAL EXPOSITION SHOWS

NOW HEADING SOUTH FOR ONE OF THE BEST ROUTES OF FAIRS.

Week of September 19
Durham Co. Fair, DURHAM, N. C.
Week of September 26
Burlington Co. Fair
BURLINGTON, N. C.
Week of October 3
Halifax Co. Fair
SOUTH BOSTON, VA.

Week October 10
Petersburg Fair
PETERSBURG, VA.
Week of October 17
Elks Fair, CONCORD, N. C.
Week of October 24
Trade and Labor Fair
CHARLOTTE, N. C.

Can place Motordrome, Fun House, Illusion Show, Fat Show, Expose Show and Life Show.

CONCESSIONAIRES, ATTENTION—All Concessions open; no exclusive except Corn Game. Will book Wheels, Grind Stores, Photo Gallery, Scales, Shooting Gallery, Diggers, Soft Drinks, Penny Pitch, Bowling Alley, Blowers, Fishpond, and will sell exclusive on Novelties.

Write or wire WM. GLICK, Mgr., Week of Sept. 12, Charlottesville, Va.

J. J. PAGE SHOWS WANT

for FLOYD COUNTY FAIR, Rome, Ga.
ALL NEXT WEEK

Legitimate Concessions of all kind except Corn Game. Business is good in Rome—22 manufacturing plants working day and night.
Want Acts for Side Show. Also Man to take charge of Monkey Show. Also good Man to take charge of Snake Show.
WANT 1 MORE SENSATIONAL AERIAL FREE ACT. Must be reasonable.
Address J. J. PAGE, Mgr., McMinnville, Tenn., Fair, this week; Rome, Ga., Fair, next week.

AURORA, MO., TRI-COUNTY FAIR

SEPTEMBER 19-23
7 DAYS——HOT SPRINGS, ARK.——7 NIGHTS
SOUTHWESTERN FAIR
LOCATION OAKLAWN PARK
SEPTEMBER 25th to OCTOBER 1st
Place concessions of all kinds, all will work. Want Shows with or without outfits. Can use organized Minstrel, Illusion, Crime Show and Big Snake. Rides: Can use Octopus and Double Loop and Skooter. Can use Talkers, Side Show Acts, Freaks of all kinds.
Write or wire FRED MEYERS, Aurora, Mo., week September 19th.

SCOTT BROS. SHOWS WANT FOR FAIRS

Seven more good old Alabama Fairs. Flat Ride, except Tilt, Side Shows, Stock Concessions. Tom Johnston wants Colored Musicians, Swinger and Nail Joint Agents. Red Bay, Ala., Fair next week; Dresden, Tenn., this week.

WANT FOR FIVE COUNTY FAIR

ZEBULON, N. C., SEPTEMBER 19 TO 24; REIDSVILLE, N. C., FAIR, SEPTEMBER 26 TO OCTOBER 1, AND OTHER BONA-FIDE FAIRS TO FOLLOW.
RIDES: Loop-o-Plane, Ridee-O, Octopus, Kiddie Auto, Live Pony Track, U-Drive Cars. Shows with or without outfits, Fun House. Legitimate Concessions. No exclusive except Corn Game, which is sold. Write or wire
ERIC B. HYDE SHOWS
FRANKLIN COUNTY FAIR, Rockymount, Va., September 12 to 17.

WHITFIELD COUNTY FAIR

DALTON, GA., SEPTEMBER 19 TO 24.
WANT for this and other good Fairs to follow one or two more Shows, also Loop-o-Plane. Good opening for legitimate Grind Stock Concessions. Also two or three Concession Agents, especially for Ball Games. Herbert Waters wants experienced Cook House Help. Address
C. E. BARFIELD, Mgr., COSMOPOLITAN SHOWS
Dayton, Tenn., Fair, This Week.

Wanted For Breckenridge County Free Fair

IRVINGTON, KY., SEPTEMBER 21 TO 24.
Ball Games, Photo Gallery, Pitch-Till-Win, Penny Pitch, Hoop-La, Grind Stock Stores of all kinds open. Also can use three Grab Joints. We have all Rides and Shows we want. Mt. Vernon, Ind., Fall Festival, under Chamber of Commerce, to follow. Address
LOUIS T. RILEY, DIXIE BELLE SHOWS
Hawesville, Ky., This Week.

FIREMEN'S FROLIC

MOGADORE, OHIO
WEEK SEPTEMBER 26.
Conditions Good.
WANTED — Shows with flashy outfits; Legitimate Concessions of all kinds; Merchandise Wheels will operate. Will sell X Bingo, Photos, Diggers, Karmel Corn, American Palmistry. Lunch sold. Rides booked. Address:
90 Brookside Ave., Akron, Ohio.
P. S.—Allow time for mail to be forwarded.

WANTED, OCTOPUS

To join immediately for balance of 12 weeks of Fairs. Concessions are all open; no exclusive.
GRUBERG'S WORLD'S EXPOSITION SHOWS
Leaksville, N. C., Fair, this week; Louisburg, N. C., Fair, next week.

Rockingham County Agricultural Fair

Harrisonburg, Va., Week September 19
Can use Rides that don't conflict, Grind Shows and Concessions. No grift. Address BARNEY TASSELL SHOW UNIT, this week, Leesburg, Virginia.

3 RIDES WANTED - 3

Merry-Go-Round, Ferris Wheel and Loop-o-Plane for balance of season in Cincinnati territory. Flashy Rides required. No Concessions. Ben Meyers come in to Carthage Fair. Write or wire
EUGENE J. HALM
261 W. McMicken Ave., Cincinnati, O.

HUGHEY BROTHERS SHOWS

Wants for Shawneetown, Illinois, Fair — First Fair in Shawneetown Since 1925.
Lots of Work and Plenty of Money Here. Want Shows with own outfit. No Girl or Geek Shows carried. Concessions—Want Cookhouse, Photos, Bumper, String Game, Bowling Alley, Cigarette Gallery, Watch-La or Heart Pitch, Frozen Custard and Snow Cones.
Going straight South for long season.
Address: GIRARD, ILL., This Week.

WANTS WANTS WANTS

Wells River Valley Fair Association, Inc. 11th Annual, Groton, Vt. 11th Annual—Small Tent Shows, Marionette, Punch and Judy, Concessions, etc. Mr. Camp's Rides of Tunbridge booked. Free admission to grounds. Fireworks. Three days' fair, starts September 29. Write or wire JAMES BUCHINO, Supt. of Grounds, Groton, Vt., for space.

Sunset Amusement Co. Wants

Organized Minstrel Show to take over complete outfit. 40 per cent to office. Diggers, Penny Pitch, Photo and Short-Range open. Nauvoo, Ill., this week; Palmyra, Mo., Fair, September 19 to 24; Brunswick, Mo., Fair, September 26 to October 1. Other fairs to follow.

WANTED CONCESSIONS

Of all kinds for Arkansas Southwestern Fair dates, September 25 to October 1, Hot Springs. Four more to follow, including Saline County Fair, Benton. First fair in 10 years. All replies to FRED MEYERS, Eddie Hotel, Hot Springs, Ark.

ATLANTIC COASTAL SHOWS

Going South to Florida. Want for Fredericksburg, Va., week September 19, with 10 fairs and celebrations to follow—Ell Wheel, Loop, Tilt and Kiddy Rides. Want Banner Man. Concessions of all kinds. This week Dumfries, Va. ATLANTIC COASTAL SHOWS.

W. S. MALARKEY

Can place Shows and Concessions for Mansfield, Pa., Fair, September 21-24. Games, $2.50 per foot frontage; Shows 25 per cent. Don't wire, come on. W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

PORTAGEVILLE, MO., THIS WEEK

BARLOW'S SHOWS

Want Ride Help on Merry-Go-Round, Ferris, Wheel, Chair-o-Plane, Cookhouse, Custard, Legitimate Concessions. No grift. Show Carpenter who can handle lot show outfits.

CRESCENT AMUSEMENT CO.

WANTS FOR FOLLOWING FAIRS:
Troutman, N. C., week Sept. 19; Mt. Holly, N. C., Sept. 26; Woodruff, S. C., Oct. 3; Pickens County Fair, at Central, S. C., Oct. 10; York, S. C., Oct. 17; Wadesboro, N. C., Oct. 24; Waycross, Ga., Oct. 31; then the Biggest Armistice Day Celebration in the South, De Funiak Springs, Fla. CONCESSIONS: Sell X on small Cook House, Grab, Photos, Bingo, Popcorn, Novelties. Few more Stock Concessions, Cigarette Gallery, String Game, Bumper, Cat Rack, Penny Roll-Down, Canes, American Mitt. Halls wire. No Gypsies. Shows with own outfit. Open Woodruff, S. C., October 3. Sam Swa'n, Max Jungleland Loftstrom wire. RIDES: Kiddie Autos, Airplanes, Octopus, Tilt. Will book or pay cash for Smith & Smith Chairplane. Orville Miller wire. L. C. McHENRY, Mgr., Ft. Mill, S. C., this week.

GREAT DANBURY FAIR

OCTOBER 1 TO 8

EIGHT DAYS—TWO SATURDAYS AND SUNDAY

BIG SATURDAY—CHILDREN'S DAY

WANT few more first-class Shows. Nothing too big for this Fair, as we cater to largest crowd in the East. Address

GEORGE W. TRAVER, Danbury Fair, Danbury, Conn.

DEE LANG'S FAMOUS SHOWS

Can Place For Balance Of Season — Out Until December 1

CONCESSIONS Legitimate Concessions that can and will work for 10c. No Racket or Grift Wanted. CAN PLACE HIGH-CLASS COOK HOUSE AT ONCE. Good proposition to right parties.

SHOWS Several Openers or Managers to take charge of Shows complete. Also several Grinders. Good proposition to right parties.

RIDE HELP Good Ride Men at all times, who can drive Big Ell Semi-Trailers. Must be sober and reliable.

FREE ACTS Outstanding Free Acts for Week of October 10, in Texas. Acts must be outstanding.

Wire or write: DEE LANG, General Manager, Newport, Ark., Week September 12; Leonard, Tex., Week September 19.

Want for the NEW MEXICO STATE FAIR

October 9 to 16, on the New Million-Dollar Fair Grounds

Shows with or without outfits. Fun House, Mechanical, Midgets, Unborn, Motordrome, Fat Girl, Crime Show, Illusion, Pony Ride. Wire what you have; may be able to place you. Can place legitimate Concessions. Can use one more Free Act. Shows and Concessions can join now. Long season; close in November.

C. F. ZEIGER, Ambassador Hotel, Denver, Colo., September 18 to 25.

WANTED CONCESSIONS AND SHOWS

FOR LONG SEASON SOUTH — OUT UNTIL THANKSGIVING.

Legitimate Concessions, ten dollars per week. Want General Agent who knows the South. Banner Man. Want Grind Shows with or without equipment, 25 per cent of gross to us. Everything open except Corn Game, Popcorn and Cook House. Manager for 10-1, useful people in all departments. Fair Secretaries and Celebration Committees in Iowa, Missouri, Arkansas, Kansas and Oklahoma wire.

AL G. HODGE SHOWS

IN CEDAR FALLS, IA., THIS WEEK.

ELKLAND, PA., FIREMEN'S CELEBRATION

WEEK SEPTEMBER 26-OCTOBER 1

First Show in Eight Years—Largest Tannery in the World Working Full Time—Big Pay Day Week.

WANTED—Rides, Shows, Bingo, Eats and legitimate Concessions of all kinds. Write MICKEY PERCELL, Box 174, or wire care Western Union, Elmira, N.Y.

Want All Kinds of Independent Concessions

No grift. Will sell exclusive Corn Game and Novelties.
October 1 to 7—Downtown.

WAUKEGAN FALL FESTIVAL, WAUKEGAN, ILL.

HARRY BURKE SHOWS

Wants for the Following Fairs: West Baton Rouge Parish Fair, Port Allen, Week of Sept. 19; Pointe Coupee Parish Fair, New Roads, Week of Sept. 26; St. Tammany Parish Fair, Covington, Week of Oct. 3; Avoyelles Parish Fair, Marksville, Week of Oct. 10; Vermilion Parish Fair, Abbieville, Week Oct. 17. All Louisiana. Good still dates following. Out all winter.

Will sell exclusive on Cookhouse. Will book Concessions of all kinds that work for stock. Exclusive sold on Corn Game, Photos and Diggers. Will book Shows of all kind, except Girl Show. Have opening for Kiddie Ride and Octopus. Need experienced Ride Men of all kind.

HARRY BURKE, Ville Platte, La., This Week.

WEST BROS. SHOWS WANTS

FOR GOOD STRING OF SOUTHERN FAIRS.

Wants Cookhouse—must be A-1, privilege in tickets. Concessions—No exclusive except Corn Game and Photo. Organized Revue—Have top and beautiful front for same. Mechanical City, Big Snake, Illusion Show. Ride Help, all Rides. Sober, must be able to drive semi.

Butler Mo., Street Fair, Week Sept. 12; — Osceola, Ark., Fall Festival, Week, Sept. 19; COLUMBUS, MISS., Fair, Week Sept. 26; — Yazoo City, Miss., Fair, Week Oct. 3; Greenville, Miss., Fair, Week Oct. 10; — Greenwood, Miss., Fair, Week Oct. 17; Vicksburg, Miss., Fair, Week Oct. 24; — Macomb, Miss., Street Fair, Week Oct. 31.

C. W. NAILL SHOWS Want

The Following to Join Quick: Sober, dependable Ell Wheel Operator. Top salary to right man. Will book Kiddie Rides, Loop-O-Plane or Octopus. Also want quick, capable, sober Manager for Athletic Show. Two good Colored Boxers here now. Will book Illusion, Fat Girl or Midgets, Mechanical Show or neatly framed Snake Show. Concessions: Account of disappointment will book Frozen Custard, Snow, to join at once; Juice and Grab for fairs. Also want a few other Stock Stores.

Winnsboro, Sept. 12-17; Lake Providence, Week Sept. 19; Jackson Parish Fair, Jonesboro, Week Sept. 26; North Louisiana District Fair, Olla, Week Oct. 3; Union Parish Fair, Farmerville, Week Oct. 10; Lincoln Parish Fair, Ruston, Week Oct. 17. All Louisiana. Wire at once.

C. W. NAILL, Naill Shows, Winnsboro, La.

P. S.—Can place capable Ride Help on all Rides. Come on. Can probably place you.

KEY WEST PARK

KEY WEST, FLORIDA

WANTS

FOR OPENING, NOVEMBER 1, AND ALL WINTER

Rides, Shows and legitimate Concessions of all kinds. Can place Cook House. Eddie Maddigan, wire. Will sell exclusive Stock Wheel to responsible party. Sam Seiner and Sammy Applebaum, wire. New U. S. Highway now open. Over a million tourists will visit Key West this winter and this is the only amusement park to operate in the city. Sensational Free Acts, send open time and lowest salary. We change acts every week. Looping Nixes, Bendeno and Mary Saunders, write. Address CURTIS L. BOCKUS, Hotel Proctor, Greenville, N. C., until September 24; then Hotel Jefferson, Key West, Fla.

WANT SHOWS
Littlejohn Fair Circuit

BOOKING INDEPENDENT

Will book Shows and Rides for 20 per cent. No Girl Shows. Specially want Tilt-A-Whirl or Octopus. Can place American Palmistry, Cigarette Gallery, Hoopla, Scales, Grabs, Pitch-Til-Wins, High Striker, Fish Pond, Bumper Ball Game, Knife and Cane Racks. Novelties. Circuit opening at Chilton County Fair, Clanton, Ala., Sept. 20-24. This Fair sponsored by Kiwanis Club and backed by County Commissioners, Farm Bureau and County School Superintendent of Education and will be a certain winner. Then Eufaula, Troy, Andalusia, Luverne, Evergreen, Wetumpka. Address

THOS. P. LITTLEJOHN, CLANTON, ALA.

SALEM COUNTY FREE FAIR

Woodstown, N. J., Week September 19.

Want legitimate Concessions of all kinds, also Eating and Drinking Stands. We are now selling Game Space for New Jersey State Fair, Trenton, N. J., to follow.

CETLIN & WILSON SHOWS, INC.

ENDY BROS. SHOWS, Inc.

— WANT —

Monkey Show, Fun House, Ball Games, Pitch-To-Win, Short Range, Penny Arcade. Cook House open. All Concessions open. Seven more Fairs, then Funland Park, Miami. Will book for Great Gratz Fair, week September 19, Merry-Go-Round, Kiddie Autos, Concessions all open. Answer to Doylestown Fair, this week. Raleigh, N. C., follows Doylestown.

GROVES GREATER SHOWS

STUTTGART, ARK., THIS WEEK; MEMPHIS TRI-STATE COLORED FAIR, SEPT. 19-24; HELENA, ARK., FAIR, SEPT. 26-OCT. 1; BATESVILLE, ARK., FAIR, OCT. 3-8.

Can place Shows with own outfits, Loop-O-Plane, Loop-the-Loop or any Flat Ride; Legitimate Concessions of all kinds, Cork Gallery, Diggers, Snow Balls, Cotton Candy, Candy Apples, Taffy Candy. Can use good Banner Man.

This Show stays out till Christmas. All address
ED GROVES, Stuttgart this week, or per route.

CLYDE'S UNITED SHOWS WANT

For Cookport Fair this week, Free Act, Devil's Bowling Alley, Fish Pond, Roll Downs, Candy Floss, Midget, Fat, Crime, Illusion Shows, Rides, Ferris Wheel, Loop-o-Plane. Next week, East Freedom, Pa., Hundredth Anniversary Celebration, Southern Fairs to follow. This week, Cookport, Pa.; next week, East Freedom, Pa.

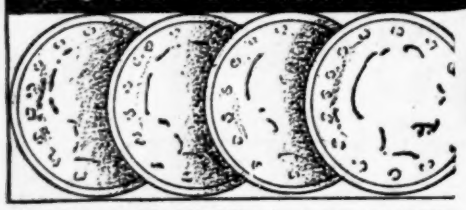
GEORGE C. SMITH, Manager.

7 FAIRS--READING'S SHOWS--7 FAIRS

Want Shows, Snake, Illusion, Side Show, and Concessions for Jackson, Tenn., Colored Fair and six fairs to follow. No X except Diggers, Pop Corn Game. Need Ball Games, Fishpond, Bumper, Bowling Alley, American Palmistry, Pitch-Till-U-Win, Scales, Novelties, Photo, Coe, answer. High Striker. All Concessions come on. I'll take care of you. Need Concession Agents and Ride Help for balance of season. Want Novelties and Photo. Must join for Sparta, Tenn., this week. Fair opens Thursday. All other Concessions come to Santa Fe this week. Jackson, Tenn., Fair next.

W. J. WILLIAMS, Mgr., Sparta, Tenn.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

FACTORIES

After Labor Day the trade looks expectantly for every sign of a pick-up in business, for any new hopes and for the new machines that may be announced by manufacturers. A survey of the assets and liabilities of the industry at this time would require superhuman insight into conditions. Perhaps the easiest way to put it is to say, as many do, that the trade awaits a new machine that will "revolutionize" the industry.

The immediate need of the trade seems to be to maintain the efficiency of its manufacturing industry.

Whatever the operating fraternity may think of manufacturers as a rule, the fact still remains that an efficient manufacturing industry is necessary in order to have an operating business. Much depends upon having good machines appear at regular intervals. Much depends upon the work of developing successful ideas in machines.

Manufacturers, of course, should welcome the criticism of operators—which implies that they are also able to take it. There was a time when the operators' meetings at the annual convention were mostly occasions for "cussing" the manufacturers—and the manufacturers grew too touchy about it. It would be good psychology to provide operators some medium of criticism—either at the conventions or thru the trade press.

But the fact still remains that the immediate concern of the trade is to maintain the efficiency of its manufacturing industry.

Some will say the way to do that is to let them build machines which will make money for the operator. That may be true, but you or I placed at the head of a factory would probably face a worse predicament than those who now manage factories. Some will say there are too many factories making coin machines. That may be true, but there are also too many operators, too many doctors, too many editors, too many stores—too many people for the same job.

The trade must face the fact that what we know as "closed territory" still puts heavy limitations upon the business as a whole—and our factories today need volume outlets. Ahead of us is another legislative year in which many State legislatures meet, and a flood of bills relating to coin machines may be expected. Most of these may be tax bills which will give some promise of letting machines operate—altho bearing a high tax. Many operators will be glad to accept such an arrangement if they can have some assurance their machines won't be molested after the tax is paid.

A united industry would have model bills ready to promote in each State or city which would represent the best interests of the trade. But in a divided industry most of the bills promoted will be to gain some special advantage over the other fellow. Many of the usual "racket" bills will also appear and manufacturers will be asked to help raise funds for the "payoff." There are signs in some places that officials are learning that the industry does not have the money for big "contributions." Maybe 1939 will be fully convincing.

Licensing games in many States and cities would be a decided tonic to the manufacturing industry. The rush of operators to any State that happens to license games indicates that operators still feel they can make money in the games business if they get a chance to place machines.

One of the chief difficulties in the coin machine manufacturing industry seems to be that the factories are now industrial plants and have become a part of the industrial system. The men whom we knew in 1930 as operators of small machine shops are today heads of industrial plants. They not only have problems of factory management to consider but are also subject to all the propaganda schemes to which business men are subject today. Instead of developing and building machines, manufacturers are subjected to increasing pressure in the political field. Business men in our industry today are suffering from a case of bad psychology just as business men in all other industries are.

The whole generation of manufacturers, distributors and operators that make up the coin machine industry is still suffering from the "big money" days, a disease that affects most people in other lines of business. They say there is no hope for the man who has once tasted "big money," and that the country must await the rise of a new generation of Americans with new hope and content to make a decent living.

In The Billboard, January 30, 1937, on this page I wrote "a guess that the most significant thing about the coin machine manufacturing industry during 1937 is likely to be the expansion of well-known firms into manufacturing fields other than that of coin-operated machines. What with firms already venturing in the fields of refrigeration, motors, air-conditioning, novelties, furniture, etc., another year may see many such ventures into new fields as supplementary to coin machine lines."

But these ventures into supplementary lines have brought our factories into competition in industries that are already overcrowded. Our factories need such supplementary lines to fill in between successful machines, but competition in such fields would require sales organizations that our factories do not have. Factories in other industries are all looking for the same fill-in idea.

Thru the trials and tests the factories are undergoing one cannot help wishing that these factories could maintain a full staff of employees because the industry stands to win good will by giving employment. Factories with a bare force in the plant are not a good advertisement. Operators should be as much concerned about the success of the factories, and full employment in them, as those who manage them are.

In the matter of employment it is also important that all firms in the business maintain exemplary labor conditions. The friendship and support of labor would mean much under adverse legislative attacks. It should be noted that organized labor came boldly to the defense of the bookies in Chicago during a recent attack. Labor will strongly support taverns and liquor locations against reform attacks. It should be noted that in a Gallup poll 77 per cent of the people on relief voted wet. An industry that depends on liberal sentiment should take these facts to heart.

Much depends on our factories, divided as they are against themselves. It is not enough to wait hopefully for the machine that will "revolutionize" the industry, but everybody in the trade must help to boost the factories.

OPERATORS ARE WILD ABOUT THIS SENSATIONAL MONEY-MAKER!

"ASTRO-SCOPE"

The Horoscope Vending Machine With the Mysterious Flashing Display Front

LOWEST PRICE in History - Costs Less Than Many Pin Games

LEGAL EVERYWHERE

AMAZING PROVED RESULTS CONSISTENT PROFITS

BIG EARNINGS

Here is a business man's proposition with a remarkable opportunity to MAKE BIG MONEY! Ask your jobber to show you a bona fide list of locations where previous models of this machine have taken in $11,000 in ONE Theatre . . . $8,000 in ONE Dept. Store . . . $7,000 in ONE Bus Station. That's REAL MONEY! Operators all over the country are enthusiastically acclaiming this amazing new LOW-PRICED money-maker. Orders are pouring in. YOU'VE NEVER BEFORE HAD AN OPPORTUNITY LIKE THIS! Get in on the ground floor NOW! Wire or write for complete details and low prices.

OPERATORS SUPPLY CO. Inc.
4311 N. LINCOLN AVE., CHICAGO
A Product of Crabb Mfg. Chicago

Bates Member of Groetchen Staff

CHICAGO, Sept. 10.—J. O. Bates, for many years known to the amusement games industry, has joined the Groetchen Tool Co. here as a sales executive. He is already on the job and says he is pleased with the growing sales of the Gretchen machines. Bates was recently sales manager of the Baker Novelty and Mfg. Co. and previous to that had a long experience in the trade with Caille Bros., of Detroit, and Pace Mfg. Co., of Chicago. He says that he really entered the coin machine industry by operating in the northern resort section of Michigan.

The Groetchen firm reports business better than in 1937 and that new machines are expected to mark up even greater sales before the year ends. Bates will put his ability to pushing the sales of the varied line of counter machines for which the Groetchen firm has an enviable reputation. They will also market a skill device at an early date, it is stated.

Richard Groetchen, head of the firm, sailed for an extended trip to Europe this week. When asked the purpose of his trip members of the firm said he was on a "diplomatic mission the ostensible purpose of which is to unite Hitler and the Czechs or in some way to bring about a preponderance in favor of the peaceful elements of Europe." Which in plain English means that he sailed with his bride on their honeymoon.

Three Judges May Hear Games Case

JACKSONVILLE, Fla., Sept. 10.—While the Florida coin machine trade awaited the decision of the Florida Supreme Court on pinball games, following a hearing in Tallahassee on September 6 (see story elsewhere in this issue), Federal Judge Louie W. Strum announced in U. S. District Court here, September 7, that he would call a three-judge Federal Court later to pass on the question of whether the case of A. H. (Jack) Bechtol, of Daytona Beach, should be heard by three judges or by one.

Bechtol has challenged the validity of a section of the 1937 State law which repealed the 1935 law licensing slot machines, and which officials are now trying to apply to the banning of pinball games. Bechtol recently obtained a temporary injunction, which has been continued pending the decision of the State Supreme Court on pinball games.

The State Supreme Court will decide whether pinball games are gambling devices per se under the 1937 repeal law.

Fort Worth

FT. WORTH, Tex., Sept. 10.—Jar deals are again being operated by Ft. Worth ops. For a while the craze simmered down but lately the little jar deals are appearing everywhere.

Ops were busy during Labor Day, as the town was filled with visitors who kept the machines going at top speed all day. Phonographs grossed their biggest day since many moons, and amusement games showed heavy cash boxes after the day ended. Venders were emptied of their loads of merchandise and penny scales came in for their part of the day's spending spree.

Ft. Worth will soon add more parking meters to its already large string. The meters have shown a big earning since being installed. Receipts will fall short during the next few months due to the fact that Main and Houston, the city's two busy streets, are being repaved.

San Antonio

SAN ANTONIO, Sept. 10.—Operating conditions are fair in the Alamo City. Distributors are doing a nice business, as many new machines are now being purchased. Phonographs are doing well and amusement games have shown a slight increase in receipts during the past month. Late summer tourists are now crowding the various locations and this always brings up the play on machines of all types.

H. B. Bogart, formerly of Abilene, Tex., has moved to this city and is set up in business at 115 Natalen street. Bogart is one of the pioneer coinmen of Texas, having started operating way back when. . . . He at one time manufactured pin games in Dallas; in fact, it was Bogart that manufactured the first pin games operated in the Dallas territory. This was back in 1931 and just as the midget pool tables were making their exit.

San Antonio operators will join the Texas delegation at Longview Junction and make the trip to the coin machine shows. The selecting of the Missouri Pacific Lines pleased the San Antonio boys fine, as it affords them an opportunity to go straight thru from San Antonio. A large number of ops are expected to make the trip this year.

New Orleans

NEW ORLEANS, Sept. 10.—With a sharp increase in play in the past two weeks, the Sport Center, New Orleans' biggest downtown playland, has been forced to add machines until there are now more than 20 of the latest type of games vying for honors with two such oldtimers as Lite-a-Line and Hold 'Em. And surprising as it may seem, the two old crones are holding their own and bringing in fourth and fifth biggest volume of play in the place. Among the latest new additions are two Genco Triple Plays and Bally Palm Springs. Barbara Lanier, a pretty brunet, has been added to the Center's staff as cashier. Marvin Goldstein, a cousin of the well-known Hank Friedburg, has been added to the floor staff.

Bob Schwartz, of the H. C. Evans Co. factory, is still in New Orleans and will spend another week on a prolonged business visit. Schwartz is making his headquarters while here at the Bell Distributing Co. on Baronne street.

Correcting our statement of last week that Philip Pace, son of President Julius Pace of the local association, was joining his father at the Dixie Coin Machine Co., young Pace has replaced Uncle Joe Pipitone as partner with his father with Pipitone & Pace, operators of pin games.

36th run of KEENEY'S TRACK TIME now in production

"The game that'll always be good"

TRIPLE ENTRY Introduced July 1st. Now in its 4th run

J·H·KEENEY & COMPANY Inc.

"The House that Jack Built" CHICAGO

NEW REELS

THE AMAZING NEW JAR GAME THAT KEEPS SETTING NEW SALES RECORDS DAY AFTER DAY!

Takes in 2520 Tickets @ 5c $126.00
Pays Out (Actual) 82.00
Profit (Actual) ..... $ 44.00

OTHER PAYOUTS AVAILABLE, FOR A LIMITED TIME ONLY—SPECIAL PRICES
4 COMPLETE DEALS FOR $10.00
8 COMPLETE DEALS FOR 19.00
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Including Tickets, Jar and Labels.

LIMITED TIME ONLY—ORDER NOW!

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NOVELTY PIN GAMES.					
Auto Derby	$11.50	Ricochet	$ 7.50	Paddock	$16.50
Bally Basket Ball	24.50	Stoner's Races	14.50	Turf Champs	24.50
Carnival	14.50	Sensation	11.50	COUNTER GAMES.	
Electric Scoreboard	7.50	Track Meet	16.50	Track Reel	$9.50
Genco Football	11.50	Bally Zephyr	27.50	Reel Dice	4.50
Happy Days	7.50	Chico Baseball	22.50	Reel Spot	7.50
Home Stretch	11.50	AUTOMATIC GAMES.		Reel "21"	4.50
Mercury	12.50	Heavyweight	$16.50	Bell Slide	8.50

1/3 Deposit Must Accompany Orders, Balance C. O. D.

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4 ONLY GENUINE SEEBURG RAY-O-LITES $119.50 ea.

Guaranteed Excellent Condition and Appearance! A Great Buy at This Price! HURRY! Subject to Prior Sale! 1/3 With Order, Bal. C. O. D., F. O. B. Newark.

LARGEST STOCK OF USED GAMES IN THE EAST!

Chico Baseball	$17.50	Derby	49.50
Bally Reserve	27.50	Power Play—	
Football	7.50	Rose Bowl	14.50
West. Ascot			

"Our Strength Is Based on Quality and Honest Service!" Write Today for Complete New Price List!!! One-third with Order, bal. C. O. D., F. O. B. Newark Cable Address: "Hermex"

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MANY OTHER GOOD MAKES. Write for New Low Quantity Price List.

ALSO GOOD USED MACHINES. 50 USED LINCOLN, Like Out, $2.75 While They Last.

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New $6.50

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Factory Distributors.

DOMINOES	$69.50
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TRACKTIMES	85.00
TEASERS	29.50
RAYS TRACKS	49.50
PACES RACES	49.50

UNITED AMUSEMENT CO.
310 South Alamo, San Antonio, Tex.

Minneapolis Disc Picks

MINNEAPOLIS, Sept. 10.—Per his usual report, Murray M. Kirschbaum, disc distributor in the Minneapolis area, reports on the record favorites as shown by sales in his establishment:

Going strong: 1. *I'm Gonna Lock My Heart;* 2. *I've Got a Pocketful of Dreams;* 3. *I Need Lovin';* 4. *A-Tisket A-Tasket;* 5. *Tu-Li Tulip Time.*

Coming up: 1. *Lambeth Walk;* 2. *Bambina;* 3. *Garden of the Moon;* 4. *Change Partners;* 5. *When a Prince of a Fella Meets a Cinderella.*

Weekly MUSIC Notes

"Tu-Li" In Jump To Share No. 2 Slot With "Pocketful"

By DANIEL RICHMAN

NEW YORK, Sept. 10.—After hanging around the edges of hitdom for several weeks *Tu-Li Tulip Time,* successor to *Ti-Pi-Tin* by the same writer, at last seems well on the way to popularity. It jumped from nowhere into a tie for second place with *I've Got a Pocketful of Dreams* on the most played list. It's a good number for the machines in itself and its new-found success now demands a place for it therein.

There were big strides made as radio songs by five other tunes last week and of the quintet at least two are definitely necessary under the needles. *Change Partners* seems likely to be biggest hit from Irving Berlin's score for the picture *Carefree,* and *Small Fry* may duplicate the success of *Pocketful of Dreams* from the Bing Crosby film *Sing You Sinners.* Both numbers forged ahead beautifully the last seven days, so get them without delay.

The remaining three are *Lullaby in Rhythm, There's a Faraway Look in Your Eye* and *How Can We Be Wrong?* The first two have been around for some time and probably won't go much higher, but they're worth while to have on tap. *Wrong* got into eighth place on the ether list in about its first week of release, which is a healthy sign.

At Long Last Love, one of the songs from Cole Porter's score for the musical comedy which is due to open on Broadway shortly, has been climbing steadily the past couple of weeks. Porter's tunes have a way of becoming popular and this looks as if it might be the one from his new show.

Another ballad that is coming up quietly but surely is *If I Loved You More.* Judging from its actions so far, operators should be prepared for the country-wide popularity it may attain shortly.

Music, Maestro, Please after all these weeks is starting down the trail to obscurity. Only if there is a great demand for it in your particular territory should it be kept in the phonos. There are too many other good numbers coming up to hold on to any deadwood no matter how popular it might have been a short while ago. The same applies to *I Let a Song Go Out of My Heart* and *Says My Heart.*

Bill Bolles Back on Job

NORTH TONAWANDA, N. Y., Sept. 10.—Everyone in the automatic music business will be glad to hear that William P. Bolles, general credits and collections manager of the Rudolph Wurlitzer Co., is back at his desk after more than four weeks of enforced idleness due to an unusual injury.

Shortly after the end of last month's Coast-to-Coast tour of Wurlitzer officials Bolles was spending the week-end at his summer home on the Canadian shore of Lake Erie. While running up the front steps after a swim his foot slipped and he snapped the Achilles tendon in his left leg. Doctors declared it to be a rare type of break requiring more time to heal than a broken leg. Bolles expects to be in a cast for many weeks.

As soon as he could sit in a chair for several hours at a stretch he insisted on getting back to his desk despite the inconvenience of plaster cast and crutches. He was on the job the day after Labor Day.

Incidentally, during the early days of his convalescence the Bolles home was a veritable greenhouse filled with flowers—expressions of good cheer from automatic music men in all parts of the country.

Music Idea Joins Two Oldtimers

CHICAGO, Sept. 10.—A new device for phonograph operators is to be distributed by the Lee-Ed Distributing Co. This organization has been formed by Lee S. Jones and Ed Johnson, both well known in national distributing circles and also formerly connected with the phonograph manufacturing industry. They are known as "old-timers" in the industry and their announcement will be awaited with interest.

According to current reports, they will distribute a device which they claim "will be a boon to music operators—a device which will make it possible for them to reclaim outmoded phonographs from the scrap heap to make big earnings."

The details of the equipment are as yet somewhat of a mystery, but the principals say that announcements will soon be made to the trade.

Synthetic Resin For Discs Found

WASHINGTON, Sept. 10.—Keiji Oshima, a junior technician in the Osaka (Japan) Municipal Industrial Laboratory, has perfected an artificial resin for phonograph records to replace the natural substance which has been banned for import under the Japanese government's emergency trade control measures, according to a report received by the Specialties Division, Bureau of Foreign and Domestic Commerce, here.

Oshima has been working on the process since 1936. The Osaka's laboratory branch in Kawasaki is preparing to market this new product. The substance is reported to be derived from cresol and formalin and is not inferior to the natural article, it is claimed. It is described as having the same luster, hardness, elasticity and heat and moisture resistance as the substance now used for phonograph records, as well as equal receptivity for sound impressions. Patent applications are pending in Japan, United States, Great Britain, France, Germany, Italy and Manchouko.

Sapphire Phono Needle Clicks

NEW YORK, Sept. 10.—Immediate interest in the Walco genuine sapphire phonograph needle was apparent right after the announcement made by Walco Distributors in last week's issue of *The Billboard,* according to officials of the firm. Wires, letters and phone calls are reported to be pouring into the offices of the firm, where Bob Grenner, well known in the phono world, is in charge.

"Every one of the inquirers," Grenner stated, "has shown tremendous interest in the fact that the Walco needles feature a genuine sapphire point. From talks with prominent ops here and reports of tests being conducted by leading phono firms it looks as tho the Walco needle will prove to be one of the greatest sensations of the industry.

"What is amazing in itself," he continued, "is the interest phono ops have manifested in this needle. To me it is definite proof that the men have been searching high and low for a needle that would eliminate the headaches they have been having in the past. With the Walco we are bringing something entirely new to the industry—a point so hard and durable that diamond dust is necessary to grind it. The beautiful tone filtered thru the sapphire is going to please everyone. The fact that no alignment tool is necessary to set the Walco needle plus its many other features are sure to put it on top within the next 30 days."

New Jersey Disc List

ASBURY PARK, N. J., Sept. 10.—In his regular list this week Ruben Lewis, Jersey shore disc distributor, puts *A-Tisket A-Tasket* ahead on the numbers going strong. His picks are as follows:

Going strong: *A-Tisket A-Tasket, Stop Beatin' Round the Mulberry Bush, Says My Heart; Music, Maestro, Please* and *I'm Gonna Lock My Heart.*

On the way up Mr. Lewis puts *Lambeth Walk, I've Got a Pocketful of Dreams, What Goes On Here?, You Go to My Head* and *Don't Cross Your Fingers.*

Kansas City

KANSAS CITY, Mo., Sept. 10.—Judge H. F. McElroy, city manager, has placed the first order of 10,000,000 cigaret tax stamps to be sold to retailers under the new city ordinance calling for a 2-cent per package tax on all cigarets sold inside the city limits. The stamps are expected to be ready in the next two weeks. The tax will become effective as soon as the stamps are received.

Kansas City residents were not pleased when they learned McElroy placed the order with a New York printing firm. Much unfavorable discussion of the act has resulted. Many persons have declared they would purchase their smokes outside the city. Others swear they will smoke cigars and pipes just to "beat" the tax.

Newspapers here are not fighting the tax, despite criticism. In 1927 a similar tax was made effective, but it was reported a failure after several weeks.

Sales of phonograph records are now at the highest peak in a decade, according to Mina Wilcox, head of the platter department at the Jenkins Music Co., largest music shop in Kansas City. Miss Wilcox attributes the popularity of the discs partly to phonographs, not only because operators purchase records in large quantities but because the prevalence of the phono units around town has increased the interest in recorded

Sheet-Music Leaders

(For Week Ending September 10)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position Last Wk.	This Wk.	
1	1.	A-Tisket, A-Tasket
2	2.	Alexander's Ragtime Band
7	3.	I've Got a Pocketful of Dreams
5	4.	Now It Can Be Told
4	5.	Music, Maestro, Please
3	6.	When Mother Nature Sings Her Lullaby
8	7.	You Go to My Head
6	8.	I'm Gonna Lock My Heart
14	9.	So Help Me
—	10.	Change Partners
11	11.	There's a Faraway Look in Your Eyes
15	12.	Small Fry
—	13.	I've Got a Date With a Dream
—	14.	Stop Beating 'Round the Mulberry Bush
—	15.	Garden of the Moon

A. J. (ARCHIE) LA BEAU, of La Beau Novelty Co., flashes the famous La Beau smile as he places an order for a huge shipment of the Rock-Ola Playboy coin-operated speakers. N. L. Nelson, Rock-Ola sales manager (sitting on desk), observes I. F. Webb (seated), vice-prez in charge of Rock-Ola sales, writing the order.

Record-Buying Guide

Going Strong—Keep 'Em Around

A-Tisket A-Tasket
You Go to My Head
Alexander's Ragtime Band
Now It Can Be Told
I've Got a Pocketful of Dreams
I'm Gonna Lock My Heart

On Way Up—Better Stock Them

Tu-li Tulip Time
I've Got a Date With a Dream
I Used To Be Color Blind
So Help Me
Small Fry
Change Partners

On Way Down—Not Worth Pushing

Music, Maestro, Please
Says My Heart
I Let a Song Go Out of My Heart
Little Lady Make Believe
Flat Foot Flogee
I Married an Angel

music and thus inspired many persons to purchase phonos and record libraries of their own for home use. Four other shops also declare sales of discs to be highest in years, classical stuff apparently keeping pace with the swing offerings in sales.

The most popular records here at the moment, listed after a survey of a dozen spots using phonographs for entertainment was made, include *Jump Jump's Here, Garden of the Moon* and *Small Fry*, by Red Norvo-Mildred Bailey on Brunswick and Vocalion; the second issue of *Parade of Bands*, Richard Himber on Victor; *One o'Clock Jump*, Count Basie, Decca; *A-Tisket A-Tasket*, Chick Webb-Ella Fitzgerald, Decca; *Stop Beatin' Around the Mulberry Bush*, Tommy Dorsey, Victor; *Roll 'Em* and *Melancholy Baby*, Benny Goodman, Victor; *Sweet Sue* and *Down by the Old Mill Stream*, Jimmie Lunceford, Decca; *Old Man Mose*, Pat Norman-Eddy Duchin, Brunswick, and *I'm Gonna Lock My Heart*, Kay Kyser, Brunswick. Only record to be found on all 12 machines was Bing Crosby's and Johnny Mercer's *Gallagher and Shean* imitation on Decca, the current top hit here.

Rue F. Mason and Tim Crummett, back from vacations and at their desk once again at the office of the Central Distributing Co., report sales of the new model Wurlitzer Phonos to be best in Central's history, a carload being disposed of every 30 days. Business is excellent at Central, they report, and it appears likely that the next few months will see no recession.

The Great States Mfg. Co., headed by A. E. Sandhaus, reports a demand for the new Sel-Mor vending machines. Sandhaus is vacationing in the East mixing business with pleasure. The new 5-cent cigaret vender, soon to be placed on the national market by Great States, is proving a sensation on test locations. It vends special nickel packages of Turkish cigarets and appears to be something really unique in the vending field.

Carl Hoelzel, "boss" at the United Amusement Co., has little to report this week, tho he says everyone at United is busy with fall orders for Bally machines. Rock-Ola phonograph units also are moving well, Hoelzel said.

Maurice Carey, city treasurer, in making his regular monthly report declared the city's parking meters again showed good profits. They are the coin-operated type and are installed thruout Kansas City's downtown business district.

Joseph Berkowitz, general manager of the Universal Mfg. Co., claims the new Tiny Midgett's Jar Games are proving the most popular item in the well-known Universal line. Barrels o' Gold, with a set of 816 tickets, also is proving a smash favorite everywhere, he said. Production is going on night and day at the Universal plant, and business is equal to that of last spring, when an all-time high was reached. The company manufactures virtually every type of jar game and they are to be found in all sections of the United States.

W. R. Bowen, general manager Star Mfg. and Sales Co., is enthusiastic over Flip Flop Fluzzee, new Star penny counter game. It is brand-new on the market and is designed for cigarets and beer, with a pay-off ratio of 15 to 1.

Boston

BOSTON, Sept. 10.—Hago Harrington, Seeburg music merchant, of Melrose, Mass., swings his Boston Olympics hockey team into action November 6 in the Provincial Amateur Hockey League. His contenders will have plenty of competition, as five new teams have been admitted to the league. Most of the teams are Canadian.

Barney and Louis Blatt, of the Atlas Coin Machine Co., Boston, are priming themselves for a heavy ice hockey season. The Seeburg distributors are close pals of Harrington and seldom miss the puck-chasing melees.

The Supreme Amusement Co. of New England, Inc., is feeling the effect of the new Wurlitzer models. Music merchants from far distances are coming to Boston to purchase the new models. Clarence Graham, of Central Falls, R. I.; Angelo Scavo, of the Mohawk Vending Co., North Adams, Mass., and Jack O'Brien, of Newport, R. I., are a few of the purchasers.

Nick Russo, of the Superior Amusement Co., and his bride of two months have moved into the Fensgate apartment hotel. Nick accepted the marital vows on July 10 and introduced his blond bride at the Wurlitzer party staged at the Hotel Statler on July 11.

Foster & McMillan, of Lowell, Mass., have purchased their own night club and have installed a phonograph for the musical chores.

OFF THE RECORDS——

(Continued from page 13)

Another newcomer to discography are THE MERRY MACS, a mixed trio preeming on Decca with four sides for the initial output, *Stop Beatin' Round the Mulberry Bush, Pop Goes the Weasel, On the Bumpy Road to Love* and *There's Honey on the Moon Tonight*. It's the usual harmonizing folderols, with neither voice nor arrangements causing any undue excitement or notes of distinction. The down-on-the-farm ditty listens best. ELLA FITZGERALD and her SAVOY EIGHT (from Chick Webb's hatchery) fails to add any luster to the trite ballads on her Decca double. *What Do You Know About Love?* and *If You Only Knew* were never meant to be, especially for Ella's talents.

Jump Jump's Here

RED NORVO, in a most unassuming manner, continues to cut a right rhythmic pattern for his Brunswick waxings. And with MILDRED BAILEY polishing off the wordage, keep dancing feet happy. Never the blatant brand of swingo, nor do they shred the melody fabrics. *Jump Jump's Here*, and in the slower tempo *Garden of the Moon*, makes for a tantalizing and toe-tickling twosome. JIMMY DORSEY gives ace dansapation with an inviting lifto leverage for his Decca double in *Love Is Where You Find It* and *Garden of the Moon*.

DUKE ELLINGTON is burdened on Brunswick, and it's beginning to get chronic, with trashy tunes. His own compo, *Watermelon Man*, makes for neither music nor meaning. Plated with a pop, *Love in Swingtime*, giving the voice of Scat Powell, a white lad, whose scatology is about as real as the jewelry at a Woolworth hardware counter. The Duke's star scholars on Vocalion, JOHNNY HODGES lending his name to the label, fumble thru Henry King's theme song, *Blues Serenade*, and a blues wail that's a weakie, *Jitterbug's Lullaby*. Latter is nothing more than improvisations around a chromatic progression and gets wearisome over the stretch.

Reprints

GREATER interest in this disc load comes from the repressings. You'll have to look down on the race list for the EARL HINES coupling of *Beau-Koo Jack* and *Good Little, Bad Little You*. The Earl was really royal at that time. Vocalion transfers another ARTIE SHAW classic from the higher priced Brunswick listing, *Nightmare* and *It's a Long, Long Way to Tipperary*. Decca dusts off an old master in bringing back ADRIAN ROLLINI with a slap-together round-up of swing stars for *Singin' the Blues* and *The Sweetest Story Ever Told*. These are from his pre-vibe days when it was his bass saxophone that arrested interest. And if a Rollini revival is in order, the waxworks would fare better in bringing back the Okeh records that highlighted his gorgus musicianship on those Goofus Five classics.

Mask and Wig Music

DR. CLAY BOLAND has again taken time out from his molar mending to collab with Bickley Reichner for the 51st annual University of Pennsylvania Mask and Wig show, *All Around the Town*. Victor is the first to cut the campus score, TOMMY DORSEY lending his semi-swingo syncos for *Ya Got Me* and *There's No Place Like Your Arms*. And both the songs and Dorsey's treatment should widen their enthusiasm beyond collegiate circles.

Other Victor couplets with strong dancing appeal are in the SAMMY KAYE sugary syncos for *Tenpins in the Sky*, from the *Listen, Darling*, flicker, and *You're the Very Last Word in Love;* HAL KEMP adds the tang of the tango for *Bambina* and a blues background for *Monday Morning*, and LARRY CLINTON blends the smart songs from Cole Porter's new show, *You Never Know*, the title song, and *At Long Last Love*.

Arranger-composer RALPH GORDON slaps together a combo for Victor to interpret his cleffings, preeming with *Fun in a Boiler Factory* and *Two Left Feet*. Band cuts 'em clean, for the most part ensemble playing. But Gordon offers nothing that hasn't been already done—and done better. His *Boiler Factory* opus is a cheap imitation of Raymond Scott's *Powerhouse*, the orchestration even following the Scott pattern. And the *Two Left Feet* is the conventional stomperoo that overplays a musical lick and hardly matches the same music making of Larry Clinton or Will Hudson.

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

STRAIGHT MUSIC

JIMMY DORSEY
Decca 1970

Love Is Where You Find It and **Garden of the Moon** (both singy sides from the **Garden of the Moon** movie with Jimmy adding a right touch of rhythm to the slower tempos).

RED NORVO
Brunswick 8202

Garden of the Moon and **Jump Jump's Here** (the picture title song promises to become a song favorite and Mildred Bailey's singing is altogether desirable. The **Jump Jump** is one of those jumpy fox-trots that border on the swingy side with Miss Bailey jumping all over the tempo and tune).

TOMMY DORSEY
Victor 26030

Ya Got Me and **There's No Place Like Your Arms** (two of the swingier songs from the new Mask and Wig show played in Dorsey's dandy semi-swingo style. For your better locations tho you'll find a University of Pennsylvania man wherever you scratch a surface).

HAL KEMP
Victor 26031

Bambina and **Monday Morning** (ever a capable craftsman for music to listen or dance to, Kemp gives a tango twist to the **Bambina** ballad as you might expect for a Monday morning, it's on the blues side).

SWING MUSIC

ART SHAW
Vocalion 4306

It's a Long, Long Way to Tipperary (this has been transferred from the higher priced Brunswick label. And if you missed it then save a slot for it now. Shaw is currently building his name and fame in the hinterlands. Plattermate, **Nightmare**, is more for the musical student who majors in clarinetitis swingobia).

$3.00 Average Weekly Return ON $6.75 INVESTMENT
As Reported by Eastern Operators With
SHYVERS NEW STREAMLINED BAR AND WALL BOXES

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new Boxes will make you money. Original Steel Armored Cable manufactured for us and tested to pass Underwriters Laboratories at 660 volts, is furnished by us, enabling quick foolproof installations. We know the music business and how to get money from music machines without extra service calls.

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

NATIONALLY PRICED
STREAMLINE WALL BOX, $6.75; STREAMLINE BAR BOX, $7.50.
CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

SHYVERS MANUFACTURING COMPANY
2315 West Huron Street Chicago, Illinois
PHONE: Armitage 0896.
24-Hour Service. Express Orders Receive Preference.

EXPERIENCED MUSIC MEN *Insist* ON PERMO POINT

More Than 2000 Perfect Plays!

Only **PERMO POINT** is standard equipment on **ALL** new phonos. Is recommended and sold by all record distributing companies . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!

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Metallurgists—Manufacturers
6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

Take the STOOP Out of 1937 Selecting!!

Raise the Selecting Board on 1937 Models and Illuminate! Make change yourself in 45 minutes. No special tools needed. Tests prove play increases 50%! Equipment for one machine and copyrighted directions, $2.95 postpaid. Write for full details and quantity prices.

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WILL TRADE

Any of the following for SEEBURG RAY-O-LITE: One Bally Favorite, one Bang-a-Deer, two Wurlitzer 616s, one Mills Do-Re-Mi, two Mills Swing Kings, three Wurlitzer 312s.

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Box 372, Geneva, N. Y.

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(SUNDAY, AUGUST 21, 1938)
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WURLITZER $139.50 ea.
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ROWE ARISTOCRAT (6 Columns) $22.50
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WURLITZER 412 — $75.00 ea.
GABEL MODERN OR STREAMLINE MODEL — $25.00 EACH.
All Equipment Thoroughly Reconditioned.
1/3 Cash, Balance C. O. D. — F. O. B. Washington — $3.00 Charge for Crating.
AUTOMATIC MUSIC CO.
2429-18th ST., N. W. WASHINGTON, D. C.

Detroit

DETROIT, Sept. 10.—Ben J. Marshall, Rock-Ola distributor, reports phonograph sales holding up fairly well. One encouraging sign is the pending revival in the automotive field, which will mean better employment locally and consequently more spending for music and entertainment.

E. A. Howard, well-known penny arcade operator, is working independently now, playing the Jackson County Fair last week. He is expected to be at the big Hillsdale County Fair the last of this month as well.

One of the favorite groups of machines, he reports, is the new series of ticket venders made by Exhibit Supply Co. With a variety of offerings from "Permits To Do Everything" to "Photo of Your Future Mate," the machines are good draws, especially with younger people who are not familiar with their old-time predecessors. The strength machines, especially the punching bags, are also proving very good attractions in Howard's arcade.

Mrs. Howard, who formerly trouped with him, has been ill for some time but is coming along nicely now, he reports.

Melvin G. Crotinger, newcomer in the local operating field, has acquired a number of pop-corn venders from the Robot Distributing Co.

Harry White is another music operator who was busy buying more machines this week—Seeburgs.

Vincent and Martha Stempien were back in the market again for their operations at Dearborn, Mich.—their preference was for Mills phonographs.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,126,806.
Pertaining to Amusement Device.
Application November 1, 1934.
Issued August 16, 1938.
Number of Claims, 3.
Inventor's name—Adelaide C. Patey, Bedford Hills, N. Y.

Claim 1—In a device of the character set forth, a finder including a pair of relatively slidable frame members each having a pair of angularly disposed legs adapted to be adjusted to define quadrilaterals of varying sizes, said frame members each having a recessed portion at the juncture of the legs thereof, a rod slidably associated with the recessed portions and a pointer slidable on the rod and having its axis extending at right angles to the axis of the rod.

• • • •

Patent No. 2,126,873.
Pertaining to Game Apparatus.
Application April 8, 1936.
Issued August 16, 1938.
Number of Claims, 3.
Inventor's name—Francis T. Czajkowski, Morrisville, Pa.
Assigned one-half to Rose Marie Swangler, Morrisville, Pa.

Claim 1—In an apparatus of the character described a pegged support, and a receiver pivoted to the peg of said support for tilting movements, and having a rounded centrally perforated bottom.

• • • •

Patent No. 2,127,261.
Pertaining to Game Apparatus.
Application July 18, 1936.
Issued August 16, 1938.
Number of Claims, 11.
Inventors' names—Eugene Kramer, Percy Shields and Milton Gitelson, Los Angeles, Calif.
Assigned to Exhibit Supply Co.

Claim 1—A game apparatus having switch mechanism operable by means involved in the operation of the game apparatus, a manual control, score indicating means comprising a pair of ball retaining members positioned side by side and tilted in opposite directions, a plurality of balls normally distributed in a predetermined manner in said members, means for transferring one of said balls in one said retaining member to the other thereof responsive to the actuation of said switch mechanism, and means controlled by said manual control mechanism for restoring balls transferred as aforesaid one at a time back to the said retained member from which they were removed.

• • • •

Patent No. 2,127,276.
Pertaining to Target Apparatus.
Application April 15, 1938.
Issued August 16, 1938.
Number of Claims, 12.
Inventor's name—Walter A. Tratsch, Chicago, Ill.

Claim 9—Target apparatus including a housing having opposite compartments with missile-projecting means in each compartment and a target structure common to said compartments and having a pair of targets with one target of each pair positioned opposite one of said compartments, and hit-indicating means for each pair of targets and including a movable hit indicator and container means normally disposing the same in non-indicating position, together with mechanism operatively controlled by each target of said pair for effecting movement of said container means to move said indicator in opposite directions to indicate a hit for one or the other target of each pair, and manually operable means for restoring said container means to normal position with said indicator in non-indicating position.

• • • •

Patent No. 2,127,282.
Pertaining to Golf Ball Teeing Device.
Application June 10, 1936.
Issued August 16, 1938.
Number of Claims, 1.
Inventor's name—Clay C. Beckett, Washington, D. C.

A golf ball reservoir for co-operation with a tee and means to deliver balls from the reservoir to the tee in a teeing machine, said reservoir comprising a vertical and substantially cylindrical casing, means in said casing defining a helical runway for balls formed on a support presenting a continuous runway with the convolutions thereof progressively approaching closer to the central vertical axis of the support as the runway ascends, whereby the space between the vertical wall of the casing and the runway increases progressively upwards, and a delivery chute connected to said casing.

• • • •

Patent No. 2,127,396.
Pertaining to Roll Down Game.
Application May 11, 1936.
Issued August 16, 1938.
Number of Claims, 7.
Inventor's name—Philip Faber, Brooklyn, N. Y.
Assigned to Gertrude Faber, Brooklyn, N. Y.

Claim 1—In a game of the kind wherein there is a target including a bank of interceptors for a missile such as a rolled ball, wherein there is signaling means including a plurality of individually operable signaling devices, wherein a different one of said signaling devices is operated according as a different one of said interceptors co-acts with the missile, and wherein said signaling devices are arranged along a single line—the combination, with a "win" indicating means, of a means automatically operating said "win" indicating means whenever the last one of any one group of a plurality of different groups of said signaling devices constituting a predetermined number of said devices consecutively located along said line has been operated irrespective of which one of said devices is the one located at one end of such group.

• • • •

Patent No. 2,127,433.
Pertaining to Game Apparatus.
Application March 8, 1937.
Issued August 16, 1938.
Number of Claims, 1.
Patented by Matthew M. Sky, Chicago, Ill.

In a game apparatus, a ring-receiving stick having a handle portion at one end, and a cross-member between the stick and the handle portion, said cross member extending in a substantially vertical course, the lower portion being relatively short and the upper one elongated to check a climbing ring from landing on the player's arm.

• • • •

Design Patent No. 110,880.
Pertaining to Design for a Cabinet for a Phonograph or the Like.
Application June 20, 1938.
Issued August 16, 1938.
Designer's name—Henry T. Roberts, Chicago, Ill.
Assigned to J. P. Seeburg Corp., Chicago, Ill.

JIM BOYLE, Boyle Amusement Co., Oklahoma City and Tulsa, Okla., Rock-Ola distributor for the entire State. Altho young in years, Boyle is one of the most successful coin machine men in the industry.

Kaycee Cig Tax Illegal?

Test case to contend that State sales tax prohibits city imposts

KANSAS CITY, Mo., Sept. 10.—City officials and the city council are prepared to pass the 2-cent occupational tax on the sale of a pack of cigarets and the city will put it into effect on September 15. Legality of the tax, however, will probably be tested immediately.

The test case is expected to be based on a clause of the Missouri sales tax law which reads:

"No city, town or village, whether organized by general law or by special charter, shall, either directly or indirectly, levy, impose or collect any tax upon the sale of, or charge for any tangible personal property taxed by the State under the provisions of this act, or upon the sale of or charge for any service or other thing taxed by the State under the provisions of this act."

Attorney-General Roy McKittrick, who prepared that part of the sales tax law, has indicated his belief that it would prohibit the enactment of the city tax proposed by Kansas City.

"This type of tax produces buyers' strikes and it will drive people outside the city to buy cigarets. Naturally they also will purchase other things," said James P. Aylward, who represented the Tobacco Merchants' Association of the U. S. The association, according to Aylward, pronounced the tax "obnoxious and demoralizing," and issued a bulletin stating that "when one crosses the city border to obtain a carton of cigarets to save the tax it is more than likely he will bring back with him several dollars' worth of other sundries usually handled in stores where cigarets are sold, thus working additional injury upon the business of dealers located in the taxing municipalities."

H. F. McElroy, city manager, has assured dealers that if the 2-cent tax produces more than enough revenue to fulfill its avowed purpose of making up city employees' salaries, then the impost will be cut.

The 2-cent tax will pyramid on the present federal tax of 6 cents a pack and the State sales tax of three mills per pack.

Silver Kings Okeh, Says National

CHICAGO, Sept. 10.—The National Vendor Co., of Chicago, reports that the new 1939 Silver Kings have been well received by the trade. Says a company official, "The 1939 Silver Kings have many new improvements, such as check-proof locking device, slug ejector (for small extra cost) and unsurpassed beauty combined with strength—truly unique for machines in the low-priced field.

"Many operators of Silver Kings thruout the U. S. will welcome and take advantage of the many improvements on this low-priced machine."

Many Locations Available—Bond

BOSTON, Sept. 10.—David S. Bond, president of the Trimount Coin Machine Co., manufacturer of Snacks venders, gives the trade a tip on planting equipment in virgin territory. "Opportunities offered by railroad stations and bus terminals have been utilized by operators. Airports seem to have been given the go-by. Air commerce is constantly growing, the transportation system is vastly greater than it was a year ago. The waiting rooms of airports are filled with people, who like to nibble on small portions of bulk candy or take some onto the plane with them." Bond suggests contact be made immediately with administrative officers for official approval to locate.

"Millions of people and millions of dollars will pass thru the gates of the New York's World's Fair and the San Francisco Fair," he continued. "These two functions should prove to be a gold mine for smart operators who can locate. There are innumerable smaller fairs, circuses, rodeos, sporting events, etc., thruout the country which can stand the vending machine without impairing the business of the candy concessions.

"Locations look for good business this fall. The season will bring with it bounding opportunities for new and lucrative locations. The football turnstiles will click out the millions of customers. Basket ball and hockey will get their share. The winter sports season looks strong. The movie ballyhoo now under way will result in making theaters good spots.

"All these gems of circumstance will mean cash to the wide-awake operator who can place machines. Collegiate cafeterias loom as a big factor for making money. Study periods usually turn into relaxed sessions—the time when it is too early for lunch and candy and peanuts go good.

"Just as swing orks corral the jitterbugs, so will spots where youths congregate be exceptional spots for the location of vending machines."

Candymen To Talk On Food, Drug Act

CHICAGO, Sept. 10.—A meeting of the candy manufacturing industry for a discussion of the Fair Labor Standards act and the new Foods and Drugs law has been called for September 23 and 24 at the Palmer House, Chicago, by the board of directors of the National Confectioners' Association here.

Well-known authorities on both subjects will appear before the trade gathering to explain the full significance, especially as they relate to the candy business, of the two new laws.

Simultaneously, it was announced that a combined meeting of the board of directors and the Candy Standards Committee of the association will also be held at the Palmer House on September 25.

Cigars Off in 7-Month Period Against 1937 Mark

WASHINGTON, Sept. 10.—The total of all domestic and imported cigars withdrawn for consumption during the first seven months of the current year amounted to 2,904,857,849, according to the Department of Internal Revenue.

This is compared with 3,136,619,387 withdrawn during the similar period of last year, a decrease of 231,761,538, or 7.39 per cent.

Tobacco Dividends Drop

NEW YORK, Sept. 10.—Dividends declared during the month of August by tobacco corporations listed on the New York Stock Exchange amounted to $4,221,164. In August, 1937, they totaled $11,060,893.

Varied Trends in Cig Industry

Gains Indicated for Philip Morris and American Tobacco

Sharp decline in cigaret production in July—the most severe loss in 49 months—has served to focus attention sharply on the change in the share of the total business accounted for by different companies this year. Production in July this year was off 9.8 per cent, as compared with the record monthly output set in July last year. This left seven months' production only one-quarter of 1 per cent ahead of a year ago, whereas in 1937 the increase for the full 12 months of the calendar year was 6.18 per cent.

The negligible gain of only 245,000,000 cigarets in the first seven months clearly indicates a loss in volume for some manufacturers because of the big gains by others. Philip Morris, Ltd., in the first seven months had a gain of almost a billion, or four times as large as the total for the industry. Lucky Strike of American Tobacco Co. also had larger volume, while new life was breathed into the 10-cent cigarets by the general letdown in business activity.

With no accurate figures for all of these cigarets, it is probable that the gains for companies which are ahead were not less than 2,000,000,000 cigarets. This would mean a loss for all other producers of roughly 1,755,000,000.

With an entry this year in the 10-cent field in its new Sensation cigaret, P. Lorillard Co. has probably been able to offset with the new brand part of the loss registered against Old Gold. The sales of the latter cigaret a year ago were lifted to a high level by the puzzle contest then in progress. The mentholated cigarets probably are also yielding some of their volume of recent years.—*Barron's Weekly.*

JACK QUICK THINKER: MY POPMATIC ROUTE PAYS ME REAL CASH DIVIDENDS. I ACTUALLY HAVE RED HOT LOCATIONS BEGGING ME TO INSTALL A POPMATIC UNIT. YOU SHOULD PUT POPMATICS IN YOUR TERRITORY, GEORGE, WHILE THE BEST LOCATIONS ARE STILL AVAILABLE.
GEORGE DOUBTFUL: YES, I'M FINALLY CONVINCED. I HAVE HEARD THAT MANY OTHER POPMATIC OPERATORS HAVE HAD THE SAME RESULTS AS YOU. I'M GOING TO PLACE MY ORDER TODAY.
You, Too, Can Be a Successful POPMATIC Operator!
DON'T DELAY ANOTHER MINUTE!
PHONE—WIRE—WRITE
for complete details and prices
Many letters from progressive POPMATIC operators are in our files and available for your inspection.
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5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

DOUBLE YOUR PROFITS
with the 1939
"SILVER KING"
A Quality Vender at low cost. Read these outstanding features:
★ Simple, Sturdy Mechanism with fewer parts
★ Distinctive design, unexcelled in beauty and richly finished.
★ Provides faithful, uninterrupted performance
★ Virtually "pick and tamper" proof
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"SILVER KING" leads the profit parade.
ORDER NOW.
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MODEL "E" SEL-MOR
$6.25 SAMPLE
(CHEAPER IN QUANTITIES)
GUARANTEED FOR 5 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings BIGGER PROFIT.
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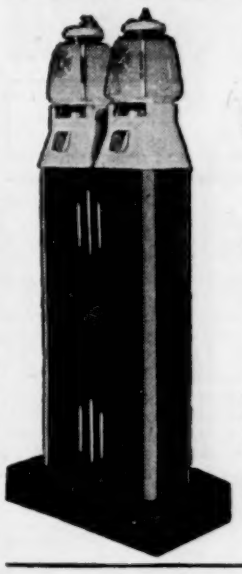
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For the Finer Locations.
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See Your Jobber or Factory.
AUTOMAT GAMES
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AMERICA'S NEW HIT!
BOB WHITE
"A WHISTLING GOOD MACHINE"
BOB WHITE has everything! Beauty! Durability! Slug-Proof! Perfect Mechanism! Big Capacity! VENDS EVERYTHING! AND IS PRICED LOW! Rush Your Order NOW!!
SAMPLE $6.50
Lower Prices to Quantity Purchasers!

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TOPPER Goes to Town
WORLD'S FASTEST SELLING VENDER.
TOPPER Vends Everything. See Your Jobber at Once for Complete Details and LOW PRICES, or Write
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ORIGINATORS
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CHANGEMASTER

AN AMAZING NEW PRACTICAL — PROFITABLE COUNTER UNIT!

Built as a change fixture—performs double duty on location! Flashing "Thank You" and symbols in bright color attract play while player has his money in his hands! Player wins when 2, 3 or 5 stars show!

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Compact, Sturdy, Mechanically O. K! Perfect for counter or bar. Only 11½" long, 11" wide, 8½" high. Operates on AC current. Has last-coin-visible window, last-coin-played release, on-off switch.

Order Samples Today.

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MONARCH COIN MACHINE COMPANY

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$1.50 PEANUT VENDORS!

Brand new, beautiful nickel finish. For counter or booth, capacity 3 lbs. Regular $7.50 value. This is a Special Offer.

SEND $2 M. O. FOR PREPAID SAMPLE.

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PEANUT & GUM VENDING MACHINES

New, Direct From Factory

Only **$2.40** and up

Over 60,000 Sold

Write for Full Information Today.

5/8 Ball Gum at New Low Price.

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Candy Shows

An editorial reprinted from The Confectionery and Ice Cream World (New York), September 2, 1938.

The first Chicago Candy Show, which last week drew 25,000 visitors in three days, more than any event in recent months, exemplifies the newly awakened, aggressive spirit of an industry which for years displayed a lassitude thoroly out of keeping with the volume of goods it was marketing annually.

While Detroit must receive the credit for the initiative that provided the first Candy Show of this type last year, the Chicago event produced a number of new promotion angles that left their mark in columns of newspaper publicity and a definite stimulation of the candy-consuming consciousness of the public.

Development of the "Candy Queen" idea at the Chicago show, while time-worn as far as promotion ideas go, nevertheless is still a sure-fire winner for its value in garnering comment from the press and attracting the attention of the public.

The startling recommendation of Judge J. F. O'Connell, representing Chicago's mayor, for free candy clinics to be maintained by cities just as free milk clinics are operated in order to satisfy the inherent craving of youngsters for sweets was another fertile source for comment by the press. Judge O'Connell maintained that many a youngster who was unable to satisfy his system's normal demand for carbohydrates has turned to stealing pennies and dimes with which to buy candy—petty offenses that ultimately led to more serious delinquencies.

Another source of comment was the National Taffy Pulling Contest with 20 teams competing.

The exhibit had its more serious side. It provided an opportunity for such trade leaders as Messrs. Harry R. Chapman, NCA head, and Otto Schnering, director of the current promotion drive, to express themselves emphatically on phases of the candy business for the edification of the hundreds of retailers and jobbers present at the show.

Detroit and St. Louis will follow with similar shows this fall, perhaps not on so elaborate a scale, but nevertheless exhibitions that should prove stimulating to the trade in their respective localities.

The idea should be thoroly explored by the industry in other cities.

Al Cohen Opens Distrib Offices

NEWARK, N. J., Sept. 10.—Al S. Cohen, one of the leading ops here for the past nine years, has just opened sales offices here. Under the name of Asco Vending Machine Exchange, which he has made so popular thruout the State, Cohen reports that he will feature a complete line of vending machines as well as parts and supplies for this type equipment. Offices, showrooms and repair department of the firm will be located at 383 Hawthorne avenue.

In speaking about his new set-up Cohen stated, "We are going to give vending machine operators our exclusive attention. We will have expert repair men on hand at all times, a complete line of toys, candies, nuts, charms and other merchandise, as well as a full line of new venders which will include the latest 5-cent candy bar machines and other types of merchandisers.

"Our aim is to make Asco known as the firm in the State for vending machines and supplies," Cohen concluded. "For that reason we intend to do everything possible to help operators and prospective operators along."

Epstein Reports On Perfume Bar

NEW YORK, Sept. 10.—Charley Epstein, of Mechanical Sales, manufacturer of the Perfume Bar, perfume merchandising machine, reports checking on all the machines shipped to date and has discovered that the Perfume Bar is one of the most consistent profit makers in the business.

"Week in and week out the Perfume Bar brings a steady profit to the operator," Epstein stated. "The famous Ris-Charde perfumes that we feature cannot be purchased any other place but from a Perfume Bar. When a woman tries one of the odors and likes it she has to come back to the machine for more. In this way, because of the quality of the perfume, we have been able to retain the old customers for the operators and have continued to bring them many new ones almost daily."

cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

Depreciation

While most operators of cigarette merchandising equipment squarely face the problem of depreciation and charge off a definite amount of their earnings each month to cover this expense, still there are many who view this practice as something unnecessary in the cigarette vending business. They consider only what it costs them to stock and service machines as "expense" and let depreciation take care of itself. Of course some learn before it is too late that they haven't been making as much as they think they have and that it is necessary to lay aside a definite part of each machine's take so that the money is available to buy a new machine when the old is outmoded or worn out.

Any operator who operates his route on a strictly business basis realizes the importance depreciation plays in the operation of his business. While their individual methods might differ in charging off equipment, still the fact that they set aside a definite sum weekly or monthly for the purchase of new equipment is what enables them to keep their equipment from becoming obsolete; for they are thus enabled to schedule purchases of new equipment on a definite plan.

In an effort to discover the most feasible method of charging off new equipment we made several inquiries among successful operators during the past week. Most of them agreed that the average life span of a cigarette merchandiser is five years. On this basis some charge off 20 per cent of the original purchase price of the machine each year. In other words, if the machine cost $75 new, they put aside $15 a year to cover depreciation so that at the end of five years the machine is entirely in the clear. Anything it takes in from then on, above operating expenses, is clear profit, or the machine can be sold for $10 or $15 and chalked up in the profit column.

Other Methods

Other operators try to charge off the actual amount a machine depreciates each year so that the money they have tied up in a machine is never greater than the actual price it will bring on the used machines market. These men usually charge off 35 per cent the first year, 20 per cent the second and 15 per cent for each of the three succeeding years. On the basis of a new machine costing $75, this means the operator puts aside $26.25 or about 50 cents a week for the first year; $15 or 29 cents a week for the second year, and $11.25 or 22 cents a week for the next three years.

Of all methods this seems the most practical since it enables the operator to charge off the largest part of his depreciation costs at a time when the earning power of his machine is at its peak. New equipment usually commands the best locations where its earnings are higher than succeeding years when it is shunted off to less profitable spots. Consequently operators following this method have the advantage of being able to turn their equipment into cash at any time after the first year without taking any appreciable loss.

Of course, these figures must be considered only as examples. The territory in which an operator has his machines affects greatly his method of depreciation. In a region where competition is not so keen an operator may extend this process of depreciation over a period of six or seven years or follow five-year method and operate his machines after that in the clear. Conversely in other territories where competition is so keen that an op must figure on replacing his machines every four years, his depreciation schedule must be figured on a straight 25 per cent yearly basis or on a 40-25-20-15 or similar schedule.

Recognize the Facts

While every operator must figure out his schedule to fit his own needs, the five-year plan seems to be the one used by the greatest number of operators. The main thing, of course, is to recognize depreciation as a definite expense that must be considered in the same light as stock and operating costs. The success of operators who have conducted their operations on a strict business basis is proof enough of the soundness of following such a policy.

There is no doubt that the failure of others in many cases can be laid at the door of not recognizing the necessity of laying aside a definite amount each week or month toward the purchase of new equipment. They enjoyed their profits while their machines were new, but rude was the awakening when they discovered their competitors were taking over their locations with new equipment which they couldn't buy because they left "depreciation take care of itself."

It will be "Stewart-McGuire" night at the CMA of New Jersey meeting September 13. The organization has followed the practice of featuring a different manufacturer's line at each meeting for the past few months. Les Paul, of the S.-M. organization, will address the members. What looks like the feature of the evening will be the addresses of two members of the New York CMA. Sam Yolen, president of Modern Cigarette Service and a director of the CMA of New York, will lead off with an explanation of the pitfalls to be avoided in the operation of cigarette merchandisers. As an oldtimer in the business and one of the charter members of the New York association, Yolen is well qualified to tell the New Jersey lads how they can earn more and spend less thru real association co-operation.

Matthew Forbes, manager of the New York CMA, will follow up Yolen with an address entitled "After Organization, Then What?" His discussion is scheduled to be along tax measures, publicity and the fruits which association membership has made possible for the members of the New York group. R. P. Hailes, Deities representative, will tell the members about the new merchandising plan P. Lorillard has in store for CMA members. The report of the executive committee which met September 7 will also be read. All in all it looks like a big night for the New Jersey lads!

Members of the New York CMA got off to a running start on the fall season at their September 1 meeting. Business was strictly the order of the meeting and discussions waxed loud and long before the members adjourned at 1 a.m. A 100 per cent turnout is in itself indication of the spirit of the New York group. Sydney Bruck, head of the Bruck Cigarette Service, Flushing, Long Island, was the new member admitted at this meeting. . . . A special meeting of the New York board of directors was held September 8. . . . Several of the New York lads will journey to Boston on Saturday to attend the dinner being given by Maurice Kushner, sales manager for U-Need-a-Pak in the New England territory.

Three new members have joined the ranks of the New Jersey CMA. They are the Excelsior Sales Co., of Paterson, N. J.; King Vending Co., of Morristown, N. J., and A. J. Baylies, of Trenton, N. J. . . . Le Roy Stein, manager of the CMA of New Jersey, has been commissioned to organize a CMA among the operators of the State of Delaware. Activities will be centered in Wilmington, according to reports.

800 Slots, Automatic Payouts, Consoles, Novelty Games 800

Every unit is mechanically perfect, thoroughly cleaned, coin checked and ready for profitable operation. Slots are thoroughly reconditioned, buffed and repainted like brand new; shipped under money-back guarantee.

AUTOMATIC PAYOUTS

Gottlieb Track Odds	$ 19.75
Bally Classics (ticket model & cash payout)	17.50
Western Previews	16.50
Stoner's Air Races (ticket)	9.95
Bally Carom	19.50
Turf Champ (ticket)	24.50
Springtime	29.50
Western Paddle	49.50
Keeney's Derby Champ (floor sample)	189.50
Keeney's Derby Champ (slightly used)	149.50
Mills 1-2-3 (latest improvements)	44.50
Carioca	8.95
Gottlieb Derby Day	29.50
Daval Triple Reel	12.50
Wheel-o-Fortune	12.50
Bally Pari-Mutuel	12.50
Bally Challenger	12.50
Classics (ticket model)	17.50
Preakness	29.50
Exhibit Broncho	49.50
Buckley Diamond Mine	17.50
Mills Tycoon	9.75
Alamos	9.95
Pamco Parlays	9.95
Peerless	12.50
Bally Derbys	12.50
Bally Prospectors	9.95
Jumbos	7.95

CONSOLES

Mills Rio (slightly used)	$ 89.50
Evans Roll-Ette	39.50
1938 Galloping Domino (latest head, newest odds)	199.50
Western Baseball (brand new)	119.50
Evans Rollette, Sr. (floor sample)	$339.50
Bally Lincoln Fields (only slightly used)	69.50
Exhibit Dominette (very slightly used)	79.50
Bally Ray's Tracks (improved mechanism)	49.50
Bally Ray's Track (ticket model, latest serial)	69.50
Mills Track King (floor sample)	79.50
Bang Tails	89.50
Dewey Junior (Electric Dewey)	59.50
Evans Hialeah Special (floor sample)	139.50

NOVELTY GAMES

Genco Hit	$44.50
Genco Double Track	49.50
Exhibit Tops	19.75
Genco Recorders	42.50
Pacific Basket Ball (brand new, in original crates)	22.50
Genco Cargo	39.50
Genco Ski Hi	24.50
Mills Tournament	12.50
Chicago Express	19.95
Dux	19.95
Bull's-Eye	22.50
Airway	17.50
Chico Derby	12.50
Stoner's Races	19.95
Daval Bumper Bowling	29.50
Genco Junior	12.50
Genco Silver Flash	19.95
Bally Equalite	12.50
Forward March	16.50
Exhibit Tops	24.50
Happy Days	9.95
Bally Crosslines (three for $15.00)	7.50
Bally Boosters (three for $20.00)	8.50
Batter Up	$ 8.50
Genco Footballs	16.50
Bally Sprints (four for $25.00)	9.95
Skookys	9.95
Electric Scoreboards (three for $20.00)	8.50
Outboard	7.50
400 Reserves (three for $50.00). Write for description of game	19.95
Chico Baseball	12.50
Round & Round	6.50
Bomber	4.95
Replay	4.95
Totalite	4.95

PHONOGRAPHS

Rock-Ola (1935 model)	$49.50
Wurlitzer P-12	79.50
Rock-Ola (1936 regular)	84.50
Mills Dance Master	34.50
Gabel's Entertainer (24-record, like new)	84.50

MISCELLANEOUS

Genco Skill Roll (floor sample)	$134.50
Genco Magic Roll (floor sample)	79.50
Western Wind Jammer (floor sample)	69.50
Mills Extra Heavy Duty Folding Slot Stands	1.25
Single Safe Stands (repainted, like new)	12.50
Mills Heavy Duty Folding Stands (Parts for all machines)	1.25

COUNTER GAMES

Columbia (cigaret reels, double jackpot, floor sample)	$39.50
Turf Time (brand new)	$19.75
Deuces Wild	12.50
Reel Spot	12.50
Skill Target	13.50
Bally Lite-a-Pax	19.95
Disposition Register (floor sample)	24.50
Triple Grip Scale (brand new)	14.50
Daval Bell Slides (like new)	12.50
Daval Reel 21 (refinished)	5.95

RECONDITIONED SLOTS

Mills Bluefronts, (1c, 5c, 10c & 25c play, gold award only	$39.50
Mills Cherry Bell (5c, like new, not repainted)	59.50
Mills Dial (5c)	19.75
Mills Bluefronts (50c play)	49.50
Jennings Chiefs (5c, 10c, 25c play) Serials under 125000	29.50
Serials over 125000	34.50
Mills Golden Bells (5c play)	29.50
Mills Golden Bells (50c play), Serials 380000	39.50
Jennings Chiefs (50c play)	44.50
Mills Skyscrapers (10c)	19.75
Jennings Victoria (50c)	19.95
Mills Extraordinary (10c)	29.50
Watling Roi-a-Tops (10c, 25c)	24.50
Callie Commanders (late 1937 model, 1c, 10c, 25c)	32.50
Callie Cadets (1c, 10c, 25c)	19.95
Hundreds of Gooseneck Slots (write for list)	9.75
Oldtimers that are still popular and better money makers than most modern machines—	
Mills Dewey (5c)	$59.50
Callie New Century (5c)	69.50

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SOUTHERN NOVELTY COMPANY

Largest Distributors in Extreme South

123-131 WEST CENTRAL AVENUE, VALDOSTA, GA.

Florida High Court To Pass on Pinball Appeal

Aftermath of slot license repeal in 1937—other cases pending in State—court is to decide if slot repeal also banned pinball games

TALLAHASSEE, Fla., Sept. 10.—The aftermath of the Florida slot machine license law (passed in 1935 and repealed by the Legislature in 1937) has many interesting facts in its wake. The slot machine license law was repealed due to the lobbying pressure of church and reform groups, racing and bolita interests—strange bedfellows to be seeking the death of a slot machine license law. It was reported by the newspapers during the summer of 1938 that "gambling conditions were worse than ever," and this time the reform wave was led by chambers of commerce and business groups—and the bolita game was the object of their wrath.

Another aftermath of the slot machine license law was heard in the Florida Supreme Court here on September 6. The case is to decide whether pinball games are gambling machines per se to be seized under the 1937 anti-slot machine law.

Attorneys for Byron J. Eccles, of Daytona Beach, argued the games did not pay money or prizes to players and thus were not inherently adapted to gambling.

Eccles asked for an order to prevent the seizure of his games by county sheriffs who were seizing the games on instructions from the governor. The attorney-general's office asked the court for a quick decision, to be used as a basis for an identical case which was scheduled to come up in Federal Court in Jacksonville later. The hearing in Jacksonville was to include arguments for a permanent injunction to stop seizure of games after a temporary injunction had been granted.

During the hearing before the Supreme Court the chief justice suggested that the pinball games might be compared to horseshoe pitching and that wagers might be made on either. The Legislature would have no right, he added, to outlaw the pinball games "unless this machine inherently possesses the potentialities of gambling." Another justice, however, suggested the games were like roulette and hence recognized as purposely for gambling. A representative of the attorney-general's office said the Legislature intended to ban games when it repealed the slot machine license law in 1937.

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A Magnet for Pennies

If You Can Sell to Operators, Write Today for Our Attractive Offer.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Spanish Soldier In Unusual Request

NEW YORK, Sept. 10.—International Mutoscope-Reel Co., Inc., has received an unusual request from a Spanish soldier asking that one of its girl models become his "Marraine de Guerre" or "Guardian Angel." The Spanish soldier had seen her picture, a stock advertising photo taken on the Photomatic machine, and had asked that they furnish him with the name and address of the girl.

"I shall thank you sincerely," said the Spaniard, "to carry out my wish, and in token of my gratitude I promise to interest my father in your Photomatic business, so send me also some of your catalogs."

International Mutoscope-Reel officials were amazed at the request. They were pleased, however, that a photo taken on the Photomatic would be so admired by the soldier. They regarded it as a tribute to the fineness of the pictures taken by the machine, which is coin-operated.

The Spanish lad, in closing his letter, remarked, "Perhaps this will all seem very unusual and strange to you, but rest assured that it is very 'Spanish'." The officials did think it strange and unusual but were flattered by the attention given the machine.

The letter was received in the original Spanish and an interpreter had to be called in to translate the writing so that officials could read the strange epistle.

Taksen Returns From Long Trip

NEW YORK, Sept. 10.—Leon Taksen is back in his office after making a trip of leading phono centers, on which he reports he contacted leading phono ops in Cleveland, Pittsburgh, Buffalo, Syracuse, Rochester, Albany, Utica, Philadelphia, Washington and Baltimore.

"Everywhere I went," Taksen reports, "the men knew of the many bargains that we have been featuring. There is no doubt in our minds now that we have been instrumental in getting started a number of good phono operations. We have made it our business to keep in touch with the ops that are buying equipment from us, and this trip was one of the most successful that we ever made. The future looks bright for phono men. Everywhere I went the men were optimistic about the season just ahead."

DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

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20 TURF CHAMPS
At Close-Out Price.
$18.00 Each
1/3 Cash With Orders.
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We are happy you are pleased with EXHIBIT'S

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We thank you for your many compliments and repeat orders for this EXHIBIT WINNER!

EXHIBIT'S **"BUTTONS"** NOW READY!

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

CLOSE OUT SPECIAL

TURF KING	BOO HOO	LONG BEACH
STONER RACES	MYSTIC	BALLY BOOSTER
AURORAN	ROLL OVER	RUNNING WILD
CHICO DERBY	BUMPER	RICOCHET
BALLY CROSSLINE	AUTO DERBY	

$7.50 EA. For any Game Listed Here.

1/3 Deposit Required With All Orders, Bal. C. O. D., F. O. B. Newark.

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CONSOLES.

Keeney Skill Time—1938 ..... $165.00	Keeney Kentucky Club $149.50	Jennings Derby Day .. $42.50
Keeney Skill Time—Red Head 112.50	Club House 37.50	Saddle Club 42.50
	Skill Field 79.50	Gottlieb Derby Day .. 52.50

PAYTABLES.

College Football $19.50	One-Two-Three $52.50	Bally Entry $52.50
Paddock 19.50	Flashers 42.50	Big Race 59.50
Center Smash 17.50	Miss America (Clock) . 19.50	

WANTED TO BUY—Peanut Vendors, Counter Games, Longchamps, Track Odds.

MODERN AUTOMATIC EXCHANGE, 2618 Carnegie Ave., Cleveland, Ohio

Big Response to Sales, Says Calcutt

FAYETTEVILLE, N. C., Sept. 10.—All is activity at Vemco, according to Joe Calcutt, president of the firm. "Judging by the response to our big fall sale campaign," Calcutt revealed, "it looks like ops in all parts of the country were just waiting until we put our best numbers up for sale.

"The response this year," he went on, "exceeds that of last year, and sales for this annual event are sure to create a new record. Daily we are shipping new and used equipment to all parts of the country. Orders are coming in from foreign lands, too, as the news of this big sale of ours reaches the ears of coinmen in those far-away lands."

Calcutt pointed out that he is featuring all kinds of both new and used machines in this sale of his and that sales to date indicate ops are looking forward to an active season.

Robbins Offers Reward for Ideas

BROOKLYN, Sept. 10.—Says Dave Robbins, head of the company bearing his name which is located in Brooklyn, "Since introducing Bingo, the new counter 1-cent skill game, we have been so flooded with orders that we have decided to go into production on other low-priced counter games.

"We are therefore announcing that we will pay $100 for new accepted ideas in games that will fit the same size cabinet as Bingo. The game must depend on the skill element, as it is our purpose to build legal games only.

"It is not necessary to order a Bingo game to enter this contest, altho it might be a good idea from the standpoint of having a good understanding of the construction and size of the Bingo game.

"Actual working models need not be submitted, as a sketch with full details will be sufficient. This contest is for 60 days only and the winner or winners will get full publicty to the trade."

Coin Men Back From European Jaunts

NEW YORK, Sept. 10.—Back from Europe came Sam Gensburg, of Chicago Coin Machine Mfg. Co., and family and Mr. and Mrs. Harry Hoppe, of Exhibit Supply.

Gensburg reported that he enjoyed his trip thoroly. He and his family toured England, France, Switzerland and Italy. After being out of touch with the Chicoin factory for so long a time, Gensburg said he was really surprised to see the firm's latest games at the offices of George Ponser. After tarrying here for a day or two the Gensburg family hurried back to Chi, with Sam anxious to get back into the swing of things.

Hoppe and his wife have just completed a rather long sojourn making the rounds of the French market. They are stopping here at the Dixie Hotel, and the report is that they will be here for some time while Hoppe is busy acquainting local ops with the new Exhibit novelty games.

Hoppe revealed that the games business is steadily growing in Europe and would probably reach the proportions of its big brother here in the U. S. before many more years roll by.

Modern Vending Is Redecorating

NEW YORK, Sept. 10.—Nat Cohn, of Modern Vending Co., is making preparations to redecorate his showrooms for the fall season. The offices of Modern Vending Co. have always been considered among the finest in the industry, but Cohn claims that the new piano keyboard Wurlitzer phonograph deserves a new and richer setting. He therefore has contracted to have the showroom completely draped in a royal blue shade and the ceiling painted canary yellow. A new platform and flashy colored cutout of the Wurlitzer trademark have been ordered. The Model 500 phonograph will be set artistically on the platform to attract the attention of all visitors.

Cohn says, "The Model 500, with the piano keyboard, is becoming more popular every day with phonograph operators, and we ourselves believe it is the most outstanding machine ever built. Altho business has been very good thruout the entire summer, we are contemplating a fall campaign and expect our sales to exceed all other years."

Bremerton Installs Parking Meters

BREMERTON, Wash., Sept. 10.—Bremerton, "The Navy Yard city of Puget Sound," is to have 350 parking meters installed soon. An ordinance was speedily passed by the city fathers providing for the purchase and installation of the meters by the Northwest Traffic Control Co. They are to be installed on a six-month trial basis. The company has agreed to remove them without charge if the meters prove to be unsatisfactory.

Following the quick passage of the order the Miller Meter Co. asked permission to install 10 parking meters of another type on the city streets on a trial basis. The company representatives claimed that the big order had taken them by surprise, therefore they desired to give Bremertonians a chance to view the merits of other types of meters.

Bremerton is the site of the big new Navy Yard being constructed by the federal government.

Pegler Interprets Gambling Figures

NEW YORK, Sept. 10. — Westbrook Pegler, noted columnist, declared in one of his daily installments this week that the Hines trial shows clearly how the big figures of the gambling business usually quoted are wild guesses. The policy game is a penny-ante business, he said, and proof offered at the Hines trial shows clearly how wild guesses about gambling turnover gets started.

Pegler has given considerable attention recently to gathering the few authentic facts that can be had as a check of the actual money spent in gambling enterprises, and he says that in all cases there is evidence of wild guessing in the figures usually given to the public.

For some reason, however, Pegler seems to insist that slot machines take in "big money." Federal government checks on licensed slot machines in Florida may eventually reveal the facts of slot machine earnings.

PRICES SLASHED

A-1 Condition. Ready to Set on Locations.

PHONOGRAPHS

Mills Dancemaster De Luxe	$ 49.50
Mills Dancemaster	29.50
Mills Do-Re-Mi	85.00
Mills 801	15.00
Mills Troubadour	20.00
Seeburg Melody King (Model K or Q)	175.00
Seeburg Selectophone	22.50
Seeburg Selectophone De Luxe	35.00
Seeburg Symphonola (Model A, Walnut)	65.00
Seeburg Symphonola (Model B, C or D)	85.00
Seeburg Symphonola (Model H)	125.00
Seeburg Symphonola (Model I)	135.00
Wurlitzer P-10	39.50
Wurlitzer P-12	55.00
Wurlitzer P-400	95.00
Wurlitzer 412	70.00
Capehart	17.50
Rock-Ola (1936 Model)	55.00

Almost all of the Phonographs listed above can be had with illuminated grills at $15.00 extra.

Auxiliary Phonograph Speaker in Illuminated Grill	$15.50
Auxiliary Phonograph Speaker, used	6.00

PIN GAMES

Chicago Baseball	$29.50
Electro	32.50
Jo Jo	29.50

AUTOMATIC PIN GAMES

Fair Grounds	$75.00
Policy	10.50
Turf Champs (Ticket)	24.00

COUNTER GAMES

Grip Scale (Gottlieb)	$ 9.50
Target Skill	15.00

SLOT MACHINES

Callie Doughboy, 5c	$25.00
Jennings Dutchess, 5c	15.00
Jennings Little Duke, 1c	12.50
Jennings Little Duke Triple J. P., 1c	17.50
Mills Blue Front D. J. P., 5c	39.50
Mills Futurity, 10c	35.00
Mills Blue Front Vender, 5c	32.50
Mills Extraordinary, 5c	35.00
Mills F. O. K. Esc. D. J. P., 5c	20.00
Mills Q. T. Orange Front, 1c	35.00
Mills Skyscraper, 5c	19.50
Mills Tiger Front D. J. P., 5c	19.50
Mills War Eagle, 5c	27.50
Mills War Eagle, 10c (20 stop)	27.50
Pace Comet, 5c	20.00
Watling Twin J. P., 5c	15.00
Watling Twin J. P., 10c	15.00
Mills or Jennings Cabinet Stands	6.00
Mills or Jennings Cabinet Safes (Single)	15.00
Mills or Jennings Cabinet Safes (Double)	20.00
Watling Cabinet Stands (New)	9.50
Folding Stands for Q. T.'s	2.50
Folding Stands for Little Duke	2.50
Folding Stands for Regular Slots	2.50

OTHER AMUSEMENT MACHINES

ABT Squirrel Shooting Machine	$125.00
Bally Basket Ball	35.00
Paces Races (20 to 1)	85.00
Seeburg Ray-o-Lite Rifle Range	125.00
Shinny	49.50
Skill Ball (Bowling Game)	99.50
Stoner's Skill Derby	150.00
Track Time (Console)	95.00

Terms: 1/3 Deposit, Balance C. O. D.

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A Special Group of Late Model Money-Making Games (YOU'LL HAVE TO WRITE FOR PRICES ON 'EM!)

AUTOMATICS

MILLS FLASHERS	$57.50
MILLS 1-2-3, With Late Improvements	57.50
GOTTLIEB MULTIPLE RACES	57.50
BALLY FAIRGROUNDS	57.50
ROCK-OLA ACROSS THE BOARD	57.50

1 FREE WITH 10!

ARLINGTONS	$32.50 Ea.
TURF CHAMPS	22.50 Ea.

1 Turf Champs Free with 10; 1 Arlington Free with 10; 1 Arlington Free with 5 of each.

SLOTS

195 PACE ALL-STAR COMETS, 1937 Model, Mystery Payout, without Gold Award, 5c, 10c, 25c Play. Refinished Like New, Just Off Locations, $34.50 Ea.; 5c, 10c, 25c

MILLS CHERRY BELLS, $57.50; 2 JENNINGS TRIPLEX, Floor Samples, Never on Location, $97.50 Ea.

10 1938 Model DE LUXE COMETS, Used 1 Week. Write.

$3,000 Worth of Mills and Pace Slightly Used Parts, 50% off List. Sent Prepaid on Orders of $5 or More.

All Equipment Guaranteed, SHIPPED SUBJECT TO INSPECTION. Send 1/3 Dep. With Order. Write for Complete List of all Types of Games. Paces Races, Galloping Dominoes, Etc. If you are not satisfied, refund will be made.

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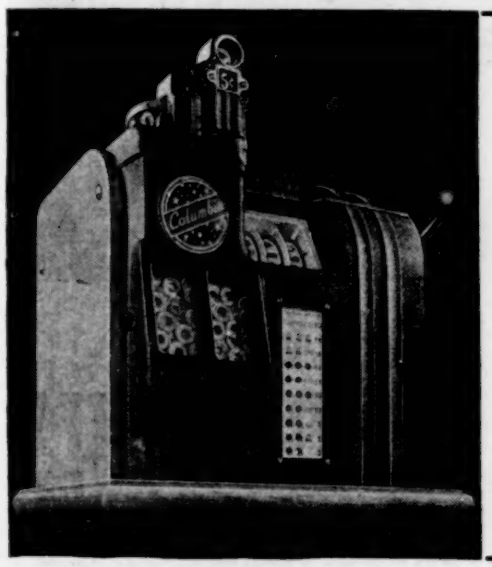
LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



MODERN STYLING

of the latest Model Columbia Jackpot Bells focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters, change from nickels to other coins quickly made.

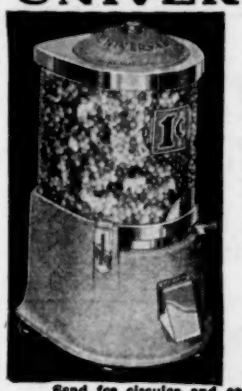
Completely slugproof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

GROETCHEN TOOL CO.
120 N. UNION ST. CHICAGO

Attention Foreign Buyers: COLUMBIA is built to handle most foreign coins; send sample coins with your inquiry.

UNIVERSAL



Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

$6.95
Special Introductory Offer
1 Universal
10 lb. candy,
1 gr. toys.
All for $8.95

Send for circular and easy terms.
Order Now
Factory Distributor

TORR 2047A-50. 68 PHILA., PA.

1c SHOCKERS
Used 10 Days — Like New.
Only $6.75 Each
(In Lots of Five)
Single Machines — $7.75
First Come, First Served.
Phone, Wire or Mail Your Order Today!
TERMS: 1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.,
205-15 Franklin St., Fayetteville, N. C.

Becker Sees Up In Biz for 1939

CHICAGO Sept. 10.—Sales Manager Becker of Keeney & Co., Chicago, tells the following story to illustrate his contention that there are always profits for operators who are willing to go after them. The story:

"It seems that there was a hotel guest who had confounded a hotel proprietor by handing him a bill for $50 for kissing the guest's wife. Said the proprietor: 'What's the idea? I've never been near your wife.' 'I know,' said the guest, 'but didn't you charge us for breakfasts we did not eat because you claimed your hotel was on the American plan and that the meals were there for us even tho we didn't eat them?' 'That's right,' replied the manager. 'Well,' said the guest, 'even tho you didn't kiss my wife, that's your fault, because it was there for you just the same.'"

Said Becker: "This story symbolizes the fall operating outlook. Profits are there for operators who mean business and are willing to work for them. There's bound to be an upswing—the government is releasing money for public works and reconstruction programs—the farmer is prosperous—in fact, I don't think that anything can stop this coming season and year from being most prosperous.

"But operators cannot go out for breakfast in an 'American plan' territory and expect to get returns for doing nothing. I don't think that the guest got the $50 from the manager who didn't kiss the guest's wife even tho he had the chance. I mean simply that the operators should let their customers kiss some new machines so that they can go out and collect many times the amount the guest asked.

"There's plenty of good money-making equipment on the market and if operators do not take advantage of these money-making games it's just another case of those earnings being there, even tho the operator doesn't see fit to cash in on the 1938-'39 upswing."

Atlas Preparing For Heavy Season

CHICAGO, Sept. 10.—Eddie Ginsberg, Atlas Novelty Co., has announced from the Chicago offices that plans have been completed for the fall and winter distributing season. In conference with other officials, the coming activities of the year, he said, were decided upon, and new games and equipment selected.

Phil Greenburg, manager of the Pittsburg office, attended the conference and visited factories on a tour of inspection of new releases. He stated that the outlook for Pennsylvania territory was excellent. Sales Manager Art O'Melia has returned from his vacation and is back in the Pennsylvania territory. He reports that operators are eager to purchase new equipment.

Eddie Ginsburg will soon leave for an extended sales tour thru the Middle West. He plans to cover the States of Iowa, Indiana and Illinois, introducing the new games offered by the various manufacturers. After his tour is completed he will return to Florida, where he will resume command of the Miami offices.

The entire Atlas organization is highly optimistic over prospects for the 1938-'39 season. According to Morrie Ginsburg, there appears to be a new spirit in all phases of the industry. "From manufacturer, to distributor, to operator—and all along the line, there is a feeling that this is going to be the year. It's apparent in their attitudes, tho no one actually says it in so many words. We at Atlas are all set!"

S. L. STANLEY, Automatic Amusement Co., Memphis, looks over Bally Mfg. Co.'s Ponies, win, place or show counter game.

SUMMER CLOSE-OUTS

Priced to sell. All machines reconditioned and in perfect operating condition and offered subject to prior sale.

LOOK DEUCES WILD AND LUCKY PACK
Sample $22.50
In Lots of 10, $19.75
Write for large quantity prices

CONSOLE MODELS
Slightly Used and Like New.

1 Jennings Derby Day	$45.00	1 Bally Skillfield, No. 2143	$60.00
2 Pacific Dominoe	25.00	1 Fleetwood	55.00
1 By a Blade with 1000 Blades	65.00	1 Galloping Domino, Check Sep., 1866	90.00
		1 Tanforan	20.00

5-BALL NOVELTY GAMES

8 Bally Reserves	$35.00	1 Running Wild	$10.00
1 Bally Zephyr	22.50	4 Skookys	12.50
1 Genco Baseball	30.00	1 Double Track	35.00
1 Bally Bulls Eye	27.50	2 Stoner Races	10.00
1 Daval Speed	10.00	1 Stormy	12.50
1 Mills Tournament	15.00	1 Track Stars	10.00
1 Lights Out	10.00	1 Great Guns	8.50
1 Rose Bowl	10.00	1 Mercury	12.50
1 Silver Flash	12.00	1 Keen Keen	10.00
1 Bally Booster	8.00	1 Equalite	8.00
1 Happy Days	10.00	1 Daytona	10.00
1 Fire Ball	8.00	1 Around the World	10.00
1 Auto Derby	10.00	1 Dux with Meter	15.00
1 Batter Up	9.00	1 Poko Lite	8.00
1 Ricochet	10.00		

1-BALL PAYOUT

3 Gottlieb Racing Forms	$15.00	1 Pamco Chase	$ 7.50
1 Jennings Super Charger	60.00	2 Caroms	10.00
1 Golden Wheel	15.00		

COUNTER GAMES

1 Daval Horses	$ 3.00	2 Tit Tat Toes	$ 3.00
1 Pilgrim	3.00	1 Penny Pack	6.00
1 Reel Races	3.00	1 Ball Gum Cigarette	4.00
1 Reel Dice	3.00	3 Deuces Wild F. S.	18.00
10 Jennings Grand Stands, 5c, Each	13.50	3 Lucky Packs F. S.	18.00

1 ESKIMO RIFLE GAME. Used 6 Weeks, with 10,000 Bullets, Perfect. $150.00
2 SEEBURG RAYOLITE. Serials over 2000. Perfect. 125.00

PHONOGRAPHS

3 Wurlitzer 10 Rec., Single Slot, perfect	$35.00	1 Gabel Jr.	$25.00
1 Symphonola, 5 and 10c	40.00	2 Mills Troubadours	22.50
2 Mills Dance Masters	30.00	2 Mills Deluxe Dance Masters	42.50
1 Wurlitzer 412	80.00	1 Rock-Ola No. 1	45.00
1 Wurlitzer P-12	59.50	1 Gabel Charme, 18 Record	70.00
2 Paces Races, Check Separator, 5c Play, No. 3364-4074	$80.00	2 Paces Races, Cash Pay, 5c Play, No. 5335-5373	$160.00
1 Paces Races, Cash Pay, 5c Play, No. 3836	80.00	2 Rays Tracks, Check Separator, 4571-4545	70.00
2 Paces Races, Cash Pay, 5c Play, No. 1509-1959	75.00	3 Bally Reliance, 5c Play, Dice Game, Counter Model	12.50
		3 Reel 21, Counter Game	3.00

5c SLOT MACHINES

4 Mills Blue Front, 5c, No. 349390-396360	$ 35.00	2 Mills Req. G.A. S.V., No. 315876-303558	$27.50
1 Mills Green Front, 5c, 374102	35.00	1 Mills Regular 5c, No. 312524	27.50
1 Mills Silent, 5c Play, No. 293934	20.00	5 Jennings J.P.S.V., No. 70328-74012	8.50
2 Mills Goosenecks, 2 for 5c, 302101-330632	20.00	4 Jennings S.V., Straight Front, 5c	7.50
1 Pace Comet, 5c, No. FF25987M	20.00	1 Jennings Victoria No. 101483	15.00
		1 A C Caille 7 Slot, 5c	60.00
		9 Mills Dial Vender, 5c	11.00

1c SLOT MACHINES

2 Mills Blue Fr., 1c, No. 322623-331899	$17.50	1 Watling J. P. S., 1c Play, 52484	$17.50
2 Mills Req., 1c Play, No. 334221-307602	17.50	2 Mills Skyscraper, 1c. No. 320576-329592	17.50

10c, 25c AND 50c SLOT MACHINES

1 Watling Gooseneck, No. 60479, 10c Play	$20.00	1 Mills Reg. Ga., 25c Play, No. 300614	$30.00
1 10c Mills Blue Front JP Ga., No. 392701	52.50	1 Pace Straight Front Bell, 25c Play, No. 552	12.50
1 Mills War Eagle, No. 266539, 10c Play	30.00	1 Mills Regular 50c, No. 337969	40.00

Prices above effective September 17, 1938. Write for prices on all new hits, as we have them for delivery if they have been released by the respective manufacturer. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

MOSELEY VENDING MACHINE EXCH., Inc.
00 BROAD STREET, RICHMOND, VA.
Day Phone 3-4511 Night Phone 5-5328

NEW MONEY-MAKING "SECRET PANEL" AWARD CARD DEAL

OPERATORS—JOBBERS—OVER 300% PROFITS FOR YOU.
100% LEGAL IN MOST TERRITORIES.

EVERYONE WINS
NO LOSERS

Sample card actual size 2"x4", showing "SECRET PANEL" opened, revealing protected hidden award number.

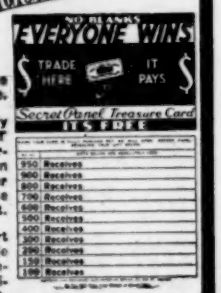
Space for Dealers ad and rules printed on reverse side.

Card is punched every time holder makes a purchase.

When card is completely punched out, "SECRET PANEL" is opened by merchant revealing hidden award number. Customer then receives article or choice of articles on Gift Chart.

Merchant fills in gift chart with articles most suitable for his line of business, thereby making each deal an individual one for each merchant.

NO TWO DEALS ALIKE.



Actual size, 9x12, printed in 2 colors.

Complete deal consisting of 500 Cards, 1 Punch, 2 Window Posters, 2 Gift Charts
COST YOU ONLY
$2.50
Sells for $4.95.

—WRITE FOR SPECIAL QUANTITY PRICES—

CLEVEREST TRADE STIMULATOR FOR ALL KINDS OF RETAIL STORES AND GAS STATIONS ETC.

INCREASES BUSINESS 10% TO 30%

WORTHMORE, Inc., 223 E. Cullerton, Chicago, Ill.

WE GIVE YOU CREDIT!

ALL YOU NEED DO TO GET CREDIT ON THE LATEST AND BEST MACHINES IS TO QUALIFY WITH GOOD BANK AND BUSINESS REFERENCES! GET THE GAMES OF THESE LEADING MANUFACTURERS! WRITE, WIRE OR PHONE TODAY!

Chicago Coin's

SPOKES

Daval's

ODD BALL

PLAIN OR RESERVE MODEL AND

TALLY

SENSATIONAL COUNTER GAME WITH RESERVE, JACK POT, INTERMEDIATE PAYOUTS, COIN DIVIDERS AND SEPARATE CASH BOXES.

Exhibit's

REVIEW

Coming

??EXHIBIT'S BUTTONS??

Keeney's

MULTI-FREE RACES
TRIPLE ENTRY
1938 TRACK TIME

?? Coming ??

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.

1435 Bedford Ave., BROOKLYN, N. Y.

900 North Franklin, PHILADELPHIA, PA.

Chi Coin Releases Chico Marvel

(New Game)

CHICAGO, Sept. 10.—Officials of the Chicago Coin Machine Mfg. Co. in Chicago have announced the release of a new game that they expect "will startle not only the operating world but players as well."

"We don't want to describe it just now," said Sam Wolberg, "but we know that we've hit on a new playing idea in field and light-up action. One that's bound to captivate and hold the interest of every pin game fan. As a matter of fact, it's a cinch to make new fans out of location patrons who have had only a passing interest in pin game play! You can imagine just how interesting our new game, Chico Marvel, is when I tell you that men associated with the industry for years in various capacities—hard-boiled men who are seldom enthusiastic over new releases—have stared in wonder at the action built into Marvel.

"It is impossible to describe their expressions in print; let me assure you, however, they are very favorable towards this new game. And not the least amazing thing about Chico Marvel is its low price. Our confidence in the game is already reflected in the commitments already made by distributors who have seen it."

LaBeau Features Rock-Ola Room

ST. PAUL, Sept. 10.—When customers thruout the Northwest interested in Rock-Ola coin-operated equipment visit the A. J. LaBeau Novelty Sales Co. offices in St. Paul they are escorted to an attractive room displaying Rock-Ola products exclusively. A. J. LaBeau, president and manager of the company, has christened it the Rock-Ola Room.

When LaBeau was in Chicago recently he made arrangements with Rock-Ola to augment his shipment of games and phonographs so that he might have complete and ample reserve in the Rock-Ola Room at all times, he declared.

Said a Rock-Ola official in commenting on LaBeau's new room, "Besides a comprehensive display of phonographs the Rock-Ola Room has every other Rock-Ola product—there is a mass display of the Lo-Boy weight scales and Rock-o-Ball coin-operated bowling alleys. The interest in bowling has hit a new high in LaBeau's territory and Rock-o-Balls have been much in demand. World Series baseball machines also have a prominent place in the display."

Mr. LaBeau said regarding the setting up of the Rock-Ola Room, "So great has been the demand for Rock-Ola equipment that we decided a special room should be designated for an exclusive and permanent showing of Rock-Ola products. We feature everything the phonograph operator needs. We pride ourselves on our efficient and speedy service. We can fill an order the same day we receive it so that the operator gets it in perfect condition ready to go out on location shortly after submitting his order."

The GREENLITE Quiz

PROFITABLE TO OPERATOR - - MERCHANT!

DEVISED AND MADE BY AN EXPERIENCED OPERATOR—IT SOLVED HIS LEGAL PROBLEMS — O. K.'D BY LEGAL AUTHORITIES!

A Counter Sensation for Bars, Fountains, Cafes, Restaurants, Cigar Stores, Etc.

WRITE FOR YOUR SAMPLE TODAY. SPECIAL DISCOUNT TO QUANTITY USERS.

Act Now!

ONLY
$7.55 Each
In Lots of 6
SAMPLE $9.85

DEAL
Takes In $50.00
Awards 30.00
Gross $20.00

GREENLITE MFG. CO.

521 N. 16th ST. MILWAUKEE, WIS.

Cigaret Play on New Grip Scale

(New Game)

CHICAGO, Sept. 10.—D. Goettlieb & Co. announce a new idea in a trade stimulator, a combination of their Grip Scale with spinning cigaret reels. The machine is called Duo-Grip and offers the twofold attraction of three-way strength-testing and three-reel cigaret play at the same time. The strength-testing feature is combined with the spinning reels, so the machine is said to be "legal everywhere."

"With this new idea," said Dave Gottlieb, head of D. Gottlieb & Co., "our Grip Scales, like Henry Armstrong, now occupy prominent places in several classes at once. In their own class they are certainly grip machines par excellence, and for cigaret play the addition of strength-testing gives that amusement new zest. The combination certainly makes a hit, not only with players, but with storekeepers too, for it is a trade stimulator in every sense of the word and free from legal involvements.

"An important feature of this new machine is the fact that no particular amount of strength is needed to give the reels the full spin. They revolve at the slightest pressure of the handles, so that weaker players are at no disadvantage whatever. The player operates it exactly like the grip scale—inserting a coin and testing his strength. As the handles are separated the three reels go into their spin. Winning combinations of cigaret symbols entitle the player to awards from one package to one carton of cigarets, as shown on the award card.

"Also of considerable importance to the operator is the fact that the machine may readily be converted into our De Luxe 3-Way Strength Tester at any time he desires, thus making it 100 per cent a grip machine," Gottlieb added. "Many operators have complimented us on this feature, which enables them to suit the machine for every type of location. If preferred, fruit bell symbols are available instead of cigaret symbols.

"Tho just announced, and production hardly under way, Duo-Grip has won instant approval and enough orders have already been booked to assure many busy weeks of production. In addition, there is no letting up in the record-breaking demand for our 3-Way De Luxe Grip Scale, not to mention Indian Dice and other hits now in production, so it looks as if there were a mighty brisk fall season ahead."

BILL BOLLES, Wurlitzer exec, back on the job after being laid up for four weeks with an injured leg. He smiles as he talks now—but didn't when he snapped the Achilles tendon in his left leg.

Sportland Ops Have Fair Year at Park

PALISADES PARK, N. J., Sept. 10.—With the season here about ready to close, operators of penny arcades, cranes, sportlands, etc., at the park are looking back on a season that was fair but not quite up to pre-season expectations. Arcades were well set up but play did not reach the proportions that many of the ops imagined it would.

Diggers were present in profusion with flash merchandise in their machines. Some featured the penny diggers, with packs of cigarets as awards. Pokerinos, Magic Fingers, Grandmother's Predictions and all the other machines considered among the best in the heyday of sportlands were also well displayed.

Craneland was one of the more prominent displays at the wark. Here the large number of diggers attracted an unusually large crowd and play continued at a good pace. Consoles received a good play, but payouts, most of which were old equipment, did not come in for a whole lot of attention.

It is believed that a greater line-up of coin-operated equipment might have helped. Park attendance was okeh, as was the advertising and publicity for the park.

Lorillard Declares Preferred Dividend

NEW YORK, Sept. 10.—The P. Lorillard Co., Inc., has declared a regular quarterly dividend of 30 cents on the preferred stock.

This dividend is payable October 1 to holders of record September 15.

Colorado To Tax Jackpots

•

Placed on list for first time—operators see move to legalize machines

•

DENVER, Sept. 10.—The county of Huerfano in the State of Colorado expects to collect approximately $1,000 in taxes on certain coin-operated machines. Assessors will list coin-operated machines of the jackpot type on the tax lists this year. In Huerfano County alone, according to County Assessor Celedon Salazer, there are more than 300 of the machines. He stated that the assessed valuation would be about $50 on each machine. His estimate was that the tax on each machine would be about $3, thus bringing the county about $1,000 on the $15,000 assessed valuation.

The tax will be collected in all counties of the State; Huerfano County, however, is the first to make an estimate of probable revenue.

The Colorado State tax commission placed the machines on the tax list for the first time, apparently deciding that since there were so many of the machines in use the tax might as well be collected. Many operators feel that by their action the machines are practically made legal in the State.

Nation's Sales On Upward Trend

NEW YORK, Sept. 10.—Retail location sales averaging 3 to 8 per cent above the previous week heralded a sweeping upturn in the nation's business last week. On an average, Dun & Bradstreet reported, the nation's rising business was only from 1 to 7 per cent behind a similar period last year.

Starting the official fall season with a heavy week-end business, with thousands of youngsters returning to school and with industry, especially the automotive, hiring thousands of men for the fall seasonal pick-up, the business upturn was noticeable everywhere.

The Eastern seaboard shopping centers led the upturn; several actually reporting a gain over last year's sales. In the South bright crop prospects enabled merchants to hold totals within 2 to 8 per cent of the same week in 1937.

The Midwest trailed the pack, with employment off 4 to 14 per cent. On the whole, however, business showed improvement and the nation's business men faced the fall season with renewed enthusiasm.

Said Dun & Bradstreet: "Wholesale markets were quick to reflect the upturn in retail sales. Depletion of stocks brought out a large volume of reorders and an increasing emphasis on spot shipment. Mail requests stressed back-to-school merchandise, ready-to-wear and staples for cold weather use.

"As retailers discovered that conservative initial purchases were proving inadequate to meet current rate of turnover, they showed less caution in making commitments ahead, desiring to insure against the imminence of delivery delays."

Lane Hangs Out SRO Sign on New Game

NEW YORK, Sept. 10.—"S. R. O." in the theatrical world means "Standing Room Only"—a sign hung out by theater managers when there are no more seats available. The production has to be a terrific hit before S. R. O. signs are needed, and so tremendous is the demand for Genco's new low-priced free-play game Triple Play that Bert Lane, of Seaboard Sales, reports he has had to keep piles of orders waiting just as theater fans wait for seats at a hit show.

"It's no blarney," says Lane, "that I am having a great deal of trouble in filling orders for Triple Play. The game has justified my confidence by starting a greater buying wave than I've seen in the industry for the past five years. Operators are passing the word from one to another that here at last is a game that gives everyone a break; it gives the players extra enjoyment and an extra run for their money; it gives the operator much greater profits, a lot less mechanical trouble and considerably less location switching to do, since Triple Play is a game with a timeless, perennial appeal. Also its price set-up really gives jobbers and distributors a decent chance to make a living.

"Genco has stepped up production to the limit in an effort to fill the orders that are giving us such busy days," Lane concluded. "They promise to keep the carloads rolling every few days."

Cleveland Biz Pick-Up Reported

CLEVELAND, Sept. 10. — Cleveland business will be stimulated with the recall of 3,000 men to the Fisher plant, maker of automobile bodies for General Motors, and the rehiring of approximately 700 men at the repair shops of the New York Central Railroad.

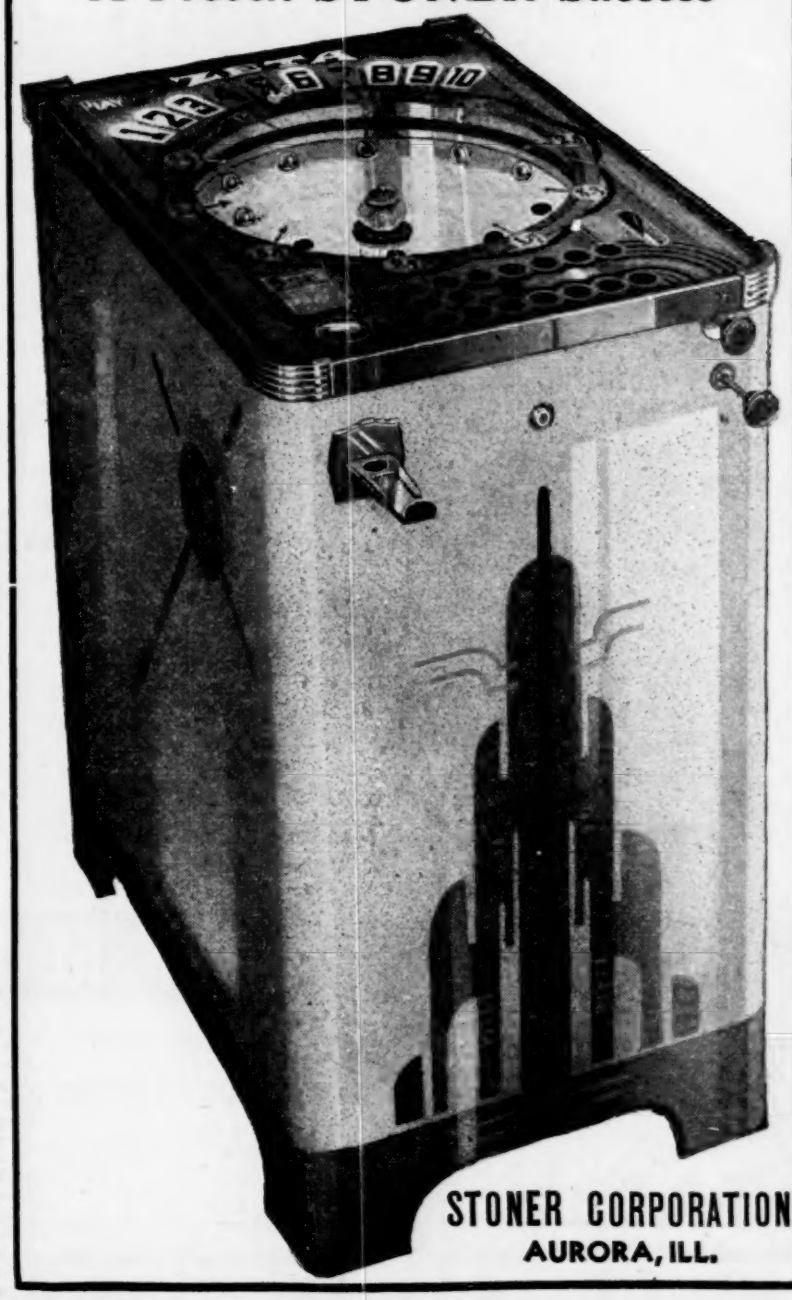
Business observers tentatively forecast that fall auto production would hit its peak not before the second week in October. Recall of more men to the Fisher body plant's maximum of 6,500 depends, said the observers, on fall business conditions.

Operators of coin machines in the Ohio metropolis are looking forward to increased business as the result of the "back-to-work" movement.

EDDIE ROSS, of Oriole Coin Machine Co., Baltimore, came to New York to be present at showing of Daval's new novelty hit, Odd Ball. Here he is congratulating Al Douglis, Daval's president, on the play action of the new game.

ZETA

A Proven STONER Success



STONER CORPORATION
AURORA, ILL.

NEW! LEGAL! COUNTER SKILL GAME!
B·I·N·G·O
A Magnet for Pennies

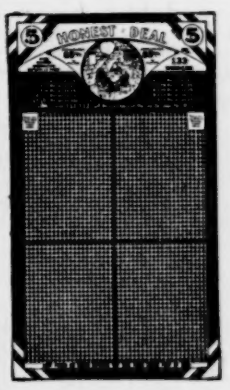
OPERATOR'S PRICE
$17.50

Write for Our Catalog of New and Used Games and Vending Machines.

2 In 1 Vendor for Nuts, Candies, Ball Gum, Etc.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

1c-15c-20c Cigarette Venders.

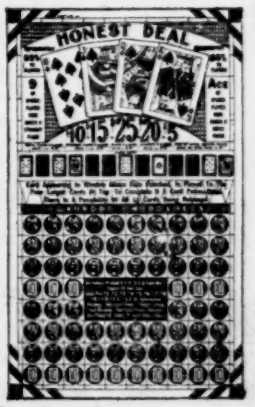


GIVE YOUR LOCATION AN "HONEST DEAL!"

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL: Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. $40.71 profit on 2280-hole deal, $12.00 more profit on 2520-hole deal. Players win up to $25.00 on ROYAL FLUSH! Write for details.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST.
CHICAGO, ILLINOIS



The Last "Word" in Your Letter to Advertisers, "Billboard".

IT'S HERE— THE GAME OF THE YEAR!!

ODD BALL

PRICE $74.50
F. O. B. CHICAGO
•
With Reserve Feature
$10 EXTRA

BRILLIANT NEW 5 BALL HI-SCORE GAME WITH AWARD REGISTER AND "ODD BALL" SKILL SHOT!

Here's the game that's got *everything!* . . . . nerve-tingling excitement, thrill-shots and skill-shots galore, play compelling high scores, zippy action, gorgeous lite-up effects . . . . *AND that extra* **ODD BALL** *skill award shot* which creates the most dramatic incentive for continued play ever used in a novelty game!

•

Completely metered for a positive check on all awards!

•

Also available with a possible $50.95 top award **RESERVE BANK** and a wide range of intermediate awards!

Get busy with Odd Ball — and Odd Ball will make **YOU** *busy!*

DAVAL MFG. CO. • 315 N. HOYNE AVE. • CHICAGO, ILLINOIS

—$1.25 Per DEAL—

GET A HIT.	PECK'N.	5-Star FINAL
1260 Tickets @ 5c, $63.00	1260 Tickets @ 5c, $63.00	1260 Tickets @ 5c, $63.00
Av. Pay. ----$40.50	Av. Pay. ----$42.00	Av. Pay. ---$39.85
Av. Plt. ----$22.50	Av. Plt. ----$21.00	Av. Plt. ----$23.15
2280 Tickets @ 5c ----$114.00	2280 Tickets @ 5c ----$114.00	2280 Tickets @ 5c ----$114.00
Av. Pay. ---- 70.00	Av. Pay. --- 73.15	Av. Pay. --- 68.80
Av. Plt. ----$44.00	Av. Plt. ----$40.85	Av. Plt. ----$45.20

1260 Ticket Deals—$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals $1.75 per deal in dozen lots. Sample deals $2.25 each complete or $6.00 for all three complete.

2280 Ticket Deals—$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals $2.25 each in dozen lots. Sample deals $2.75 each complete or $7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1260's.....$9.00 Doz.
2280's..$15.00 Doz. | 2520's..$18.00 Doz.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.

15 BALLY EAGLE EYE GUNS. First Class Condition. Each.. **$75.00**
5 SNOOKERETTE TABLES. Just Like New. Cost $250.00 Each. Your Bargain at Each.... **$125.00**

BILL GODDARD
3450 JOY ROAD, DETROIT, MICH.

End your correspondence to advertisers by mentioning The Billboard.

Bally Announces Reserve Roll-Down

(New Game)

CHICAGO, Sept. 10.—"Get ready for another reserve boom," says Jim Buckley, general sales manager of the Bally Mfg. Co. "Our new Lucky Strike features the same 12-bumper reserve award system that made Bally Reserve the profit sensation of 1938—but it's built into a rolldown or bumper-bowling game with giant bumpers, plenty of bowling atmosphere and big rubber balls which the player bowls by hand up a glass incline."

"Just think what this combination means to operators! First of all, locations which have been producing only fair profits with bowling games will now be transformed into big-money spots by the installation of Lucky Strike. As every operator knows, earnings for the average novelty location were doubled and tripled by Bally Reserve, and Lucky Strike will do the same thing for bowling spots.

"In the second place, due to the strong skill appeal of roll-down games—and also the fact that this type of machine has approval practically everywhere—Lucky Strike brings the trade an opportunity to collect profits in territory and locations where the original Bally Reserve was never operated. Thanks to Lucky Strike, the reserve idea is now available in a machine that will stay on location year in and year out—a permanent fixture and an all-year money maker in every location where it's installed."

NACOMM Releases Coin Show Poster

CHICAGO, Sept. 10. — "Attractive posters announcing the coin machine show to be held at the Hotel Stevens in Chicago December 12, 13, 14 and 15 have recently been sent to several hundred distributors and jobbers of coin-operated machines in the United States," announces the National Association of Coin-Operated Machine Manufacturers.

"The poster depicts the association symbol, an upraised hand clutching a coin between the thumb and forefinger, designed in the modern motif. Suitable wording pertaining to the show appears on the lithographed poster also. The overall size is 28 inches by 44 inches."

Show Manager Coffman reports a very fine response on the distribution of posters. One distributor, he reports, wrote him that he was posting the notice in a prominent position and requested that they get ready to welcome him at the show.

ART NAGEL, prexy of Avon Novelty Co., Cleveland (extreme right), and employees pictured with their first shipment of a carload of Exhibit Reviews.

1938 Skill Times
Late Serial Number.
5% discount in lots of 10. **$180.00** Wire deposit at once.
Fortunately we have two ends—one to sit on and the other to think with. A man's success depends upon which end he uses most. It's a case of "heads you win, tails you lose."
SAM MAY "HAS IT"
Price list will prove you can save money. You owe it to yourself to have the information on our prices.
SAM MAY & COMPANY,
2011-13 Maryland Ave. Balto., Md.

MILLS FLASHERS	$49.50
BALLY RESERVES	45.00
EXHIBIT BASEBALL, New	55.00
HOUND AND HARE	29.50
BOBS	29.50
DUX	22.50
RUNNING WILD	12.00
HOME STRETCH	12.00
SILVER FLASH	22.50
WURLITZER SKEEBALL	65.00
A. C. CAILLE, 7-Slot	65.00
JENNINGS CHIEFS	27.50
MILLS WAR EAGLES	32.50
GABEL JR. PHONOGRAPHS	25.00
DAILY RACES, JR., New	15.00

Perfect Condition Guaranteed.

KENYON COMPANY, Canton, O.

BALLY RESERVES $27.50

Airways	$20.00	Chico Baseball	$19.00
Gaytime	30.00	Vogue	11.00
Slugger	15.00	Swing	32.50
Snappy	32.50		

1/3rd Deposit — Balance C. O. D.
Bargain List Free.
MIKE MUNVES
555 WEST 157 ST., NEW YORK CITY.

SATISFACTION GUARANTEED

WANTED

500 CONSOLES
and
LATE ONE-BALLS
Wire Quantity and Lowest Prices

ONE BALLS

CLASSIC	$12.95
RACING FORM	19.95
SPORTSMAN DeLUXE	19.95
TURF CHAMP	19.95

SLOTS

44 5c BLUE FRONTS, D. J.	$34.50
LION HEAD	24.50
WAR EAGLE, 10c	29.50
F. O. K. SILENT	19.50

PHONOGRAPHS

WURLITZER P-12	$69.50
WURLITZER 312	89.50
ROCK-OLA No. 2	69.50
SEEBURG RAYOLITE	$139.50
STEWART-McGUIRE 7-Col. Cig. Machines	54.50

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

SALESBOARD OPERATORS
Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK and EVERY WEEK

Yordy Explains Greenlite Quiz

CHICAGO, Sept. 10. — Frank Yordy, president of the Greenlite Mfg. Co. and an operator with many years' experience, reports that the new Greenlite quiz "has developed into a profitable deal for operators and merchants alike."

"Here is an opportunity," said Yordy, "to cash in on a real contest idea devised for the operator and the location. The idea is something entirely new and has received a legal okeh by many officials. The Greenlite quiz is a contest that was developed by myself and a group of attorneys. It is patterned somewhat after many of the big contests of the day. In order to give it a public appeal the entire theme of the contest is based on the safe driving of automobiles and a knowledge of the rules of the road. There are several hundred questions in the quiz and they will be changed from time to time to keep the contest interesting as well as educational.

"A standard package of merchandise is offered for sale at 5 cents. This sale meets every requirement of fair-trade laws. When the customer buys this merchandise the transaction is closed so far as the sale of this item is concerned. He has this item and is entitled to nothing further. However, when he opens this package he finds a puzzle or quiz which he may enter if he wishes. Each puzzle is an individual puzzle in itself which clearly tells him before he enters it what he will get if he fulfills the requirements. He is not competing against anyone else but himself. If he fulfills the terms of the contest he is entitled to a cash award which the merchant immediately pays. The puzzle contest consists of correctly answering a question concerning the safe driving of an automobile. After he decides on his answer he performs a manual act and is entitled to his cash award for answering the question correctly.

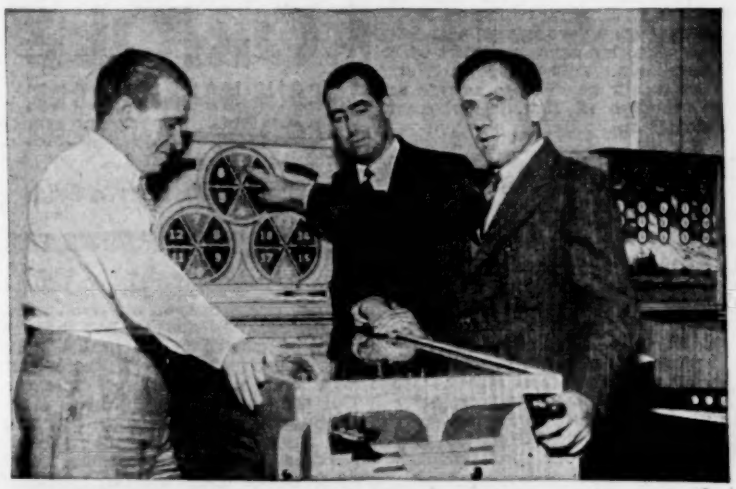
"This conforms to the judicial interpretation of legality," Yordy says. "The contest or quiz is also entirely divorced from the merchandise sale because without the correct answer to the question or quiz the customer is entitled to no award. To further guarantee its legality the contestant need not make a purchase but may enter the contest by sending 5 cents to the manufacturer to cover cost of postage and handling and he will receive a question free of charge. This matter of expense involved will be borne by the manufacturer."

Triple Play Has Free Game Award

CHICAGO, Sept. 10.—"It's got all the appeal and thrill-producing action of a triple-threat all-American half back!" That, according to Dave Gensberg, is the way one distributor describes the new Genco game, Triple Play, a free-game novelty machine.

"Other distributors, not quite so imaginative but equally able to recognize a good thing, are sending in praise in the form of consistent repeat orders day after day," continues Gensberg. "Operators in every territory are lining up for Triple Play, and the reasons are obvious once the game is examined.

"Not only is Triple Play earning profits as games should earn them, in proper proportion to the investment, but it is stabilizing operating in many territories that previously were not entirely in a healthy condition. The latter is due primarily to the play principle incorporated in Triple Play. Awards won by the player are played off in free games, eliminating cash or merchandise awards that certain territories do not permit. Many operators have personally written to express their enthusiasm and approval of the free-game idea in Triple Play. But the idea alone would not have half the effect on location were it not for the mechanical perfection with which the game is endowed and the brilliant color scheme and layout of the playing field and backrack. There is plenty of light-up action and skill challenge to attract and hold players."



SOUTH AFRICAN COINMEN, Louis Galaun and William Lague, discuss Bally Mfg. Co.'s Palm Springs, novelty game, with Jim Buckley (left), general sales manager.

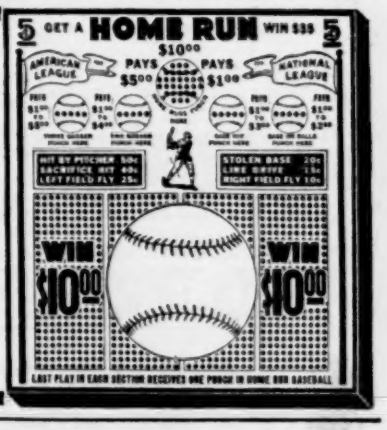
BALLY ARCADE
TODAY'S BEST BET IN THE REGULATION "RESERVE" CLASS
Keep those profits "a la Reserve" coming your way with Bally's newest "Winner-Takes-All" hit . . . with ANIMATED BACKBOARD and new OUT-BALL RETURN feature! All the repeat play appeal of Bally Reserve . . . plus "shootin' gallery" action as ducks and rabbits drop out of sight when corresponding bumpers are hit! Write for prices or SEE YOUR JOBBER TODAY!

44 in. by 22 in.
5-BALL PLAY

GRANDSTAND
LARGEST SELLING MULTIPLE ONE-SHOT ON THE MARKET
Win, Place, Show and Purse Awards . . . plus "Reserve" feature that climbs up, up, up to $45 top! No wonder GRANDSTAND is now smashing all previous multiple earning records. Write for CONFIDENTIAL DETAILS and prices today. PAYOUT OR TICKET MODEL.

Write for circulars on KLONDIKE, PALM SPRINGS, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN FIELDS, LEXINGTON, FOUR HORSEMEN

BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILLINOIS

BASEBALL IS HERE
TAKE YOUR PICK FOR PROFIT
HOME RUN - 1000 Hole—Form 3490 Takes in $50.00 Pays average $26.00 Price $1.32
The BIG HIT-400 Hole-Form 3625 Takes in $20.00 Pays average $9.16 Price $0.76½
CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.


Gerber & Glass Looking for Games

CHICAGO, Sept. 10.—According to Max Glass, of Gerber & Glass, Chicago: "The increasingly heavy demand for high-grade machines in the console and one-ball category, which is our specialty, has forced us into the open market in search of this type of equipment."

Glass continued: "There is plenty of equipment available, but not a sufficient quantity of the de luxe games I have in mind to meet our requirements can be found in what would be considered normal channels. Consequently we have decided to carry a constant reminder in our advertising that we are always in the market for purchase of quality equipment. But it positively must be the best or we are not even slightly interested."

CHICAGO COIN HAS A MESSAGE OF GREAT IMPORTANCE TO ALL OPERATORS AND DISTRIBUTORS

CHICAGO COIN WILL SOON INTRODUCE TO THE INDUSTRY A REVOLUTIONARY IDEA IN NOVELTY GAMES . . . .

Chico MARVEL

ALMOST HUMAN IN ITS ACTION

YOU AND YOUR PLAYERS WILL MARVEL, WILL BE MYSTIFIED AS TO HOW IT WORKS. IT'S A GAME THAT WILL MAKE BIG MONEY— A GAME BY CHICAGO COIN SO YOU KNOW IT WORKS 100%

DON'T DELAY—RUSH YOUR ORDERS AT ONCE!

CHICAGO COIN MACHINE MFG. CO.

1725 W. DIVERSEY • CHICAGO

CARL TRIPPE Price Plus Guaranteed Satisfaction

Always A SQUARE DEAL WITH IDEAL

SLOT MACHINE BARGAINS

Thoroughly Reconditioned—Buffed and Painted

Mills Q T, Green, 1c	$37.50	Mills Tiger Front DJP Bell, 25c	$15.00
Mills Q T, Blue, 5c	27.50	Mills Liberty Head DJP Bell, Gold Award, 25c	22.50
Mills Q T, Orange, 1c	37.50	Mills Melon Bell, 25c (New)	99.50
Mills Q T, Green, 10c	37.50	Mills Q T, 5c (New)	52.50
Mills Q T, Orange, 10c	37.50	Mills DJP Bell, Pace Front, 5c	14.50
Mills Dial, 5c	17.50	Mills SJP Bell, 10c	6.50
Mills Liberty Head Double J P Bell, Gold Award, 5c	22.50	Jennings Little Duke, Trip. JP, 5c	16.50
Mills Futurity Gold Award, 5c	32.50	Jennings Little Duke, SJP, 1c	12.50
Mills Extraordinary DJP Bell, 5c	32.50	Jennings Century Trip. JP Front Vender, 5c	17.50
Mills Blue Front SJP Bell, 10c	52.50	Jennings Century Trip. JP Bell, 5c	17.50
Mills Blue Front DJP Bell, 10c	37.50	Jennings Chief, 5c	37.50
Mills Blue Front SJP Bell, 5c	52.50	Jennings Chief, 10c	37.50
Mills Eagle Front (20 Stop) DJP Bell, 5c	27.50	Jennings Victoria DJP Bell, 25c	14.50
Mills Eagle Front (20 Stop) SJP Bell, 5c	29.50	Watling Treasury DJP Bell, 1c	19.50
Mills Eagle Front (20 Stop) SJP Bell, 10c	25.00	Watling DJP Front Vender, Gold Award, 5c	14.50
Mills Eagle Front (20 Stop) DJP Bell, 25c	22.50	Watling Twin Jack Pot Bell, 10c	12.50
Mills Eagle Front (10 Stop) DJP Bell, 5c	21.00	Watling Rolatop Bell, 5c	29.50
Mills Eagle Front (10 Stop) DJP Bell, 25c	17.50	Watling Rolatop Bell, Gold Award, 5c	29.50
Mills Blue Front DJP Bell, Gold Award, 5c	37.50	Watling SJP Side Vender, 25c	9.00
Mills Blue Front Side Vender DJP, Gold Award, 5c	39.50	Pace Bantam Bell SJP, Esc., 25c	7.50
Mills Cherry Bell, 5c	62.50	Pace Bantam, No Jack Pot, 5c	4.75
Mills Cherry Bell, 10c	62.50	Pace Bantam SJP Esc, 10c	7.50
Mills Cherry Bell, 25c	62.50	Callie Dictator DJP Bell, 5c	13.50
Mills Skyscraper DJP Bell, 5c	17.50	Bally Reliance Dice Jack Pot	17.50
Mills Skyscraper DJP Side Vender, 5c	19.50	Mills Folding Stands	2.50
Mills Tiger Front DJP Bell, 10c	17.50	Mills Combination Hood Safes	10.00
		Mills Double Hood Safe	22.50
		Mills Single Hood Safes	12.50
		Mills Safe Stands	6.00
		Mills Q T Safe Stands	5.50
		Locking Bars for Folding Stands	.25

Terms: 1/3 Deposit, Balance C. O. D.

CABLE ADDRESS: "IDEALCO". PHONE: GARFIELD 0072

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

THE LATEST COIN-OPERATED MONEY MAKERS — GRAND STANDS, KLONDIKE, SPORT PAGE, FOUR HORSEMEN, LEXINGTON, PALM SPRINGS, BALLY VIEW, THUNDERBOLT, EUREKA, WORLD'S FAIR.

WRITE FOR PRICES.

ALSO MICKEY MOUSE AND HIS PALS, LATEST VENDERS $8.90

MICKEY MOUSE AND HIS PALS, OFFICIAL CHARMS. Per Gross ..... .90

Write for Quantity Prices.

USED MACHINES

Bally Reserves, late type	$40.00	Galloping Dominos	$100.00	Paces Races	$75.00-$150.00
Fleets	52.50	Rolletto, Jr.	110.00	Chuckalettes	39.50
Flashers	55.00	Lincoln Fields	125.00	Thorobred	45.00
Mills One-Two-Three	65.00	Bally Bells	65.00	Deweys (Mills)	60.00
Mills Big Race	65.00	Bally Racer	45.00	Fair Grounds, late style	65.00
Saddle Clubs	59.50	Bally Baskets	25.00		

300 Used One-Ball Tables (Write for Prices)

WAR EAGLES, Like New $30.00

One-Third Deposit Required With Order.

UNITED AMUSEMENT COMPANY, 3410 Main St., KANSAS CITY, MO.

Ponser Credit Plan Acclaimed by Ops

NEW YORK, Sept. 10.—Believing that in order for ops to get off to a good start on this fall season they must have every credit advantage possible, George Ponser announced to the trade last week that the George Ponser organization would be more than happy to extend credit for purchases on all the new games of the leading manufacturers his firm represents.

"The summer just past has been none too good for many operators," Ponser stated. "The terrific heat of August drove the play to the shore and mountain regions and as a result hurt the returns of ops in the city. Now many of these men need credit. We know they are reliable and just the kind we want to extend credit. They are sure to come back strong and we have the games that will help them get back on their feet.

"All that we ask of any reliable operator," Ponser went on, "is that he qualify with us by good bank and business references and we advise him immediately as to his credit standing with our organization. This plan is in effect both here in our home office as well as in our branches in Newark, Brooklyn and Philadelphia."

Oriole Awards Op First P. S. Premium

BALTIMORE, Sept. 10. — Eddie Ross, head of Oriole Coin Machine Corp., reports that his firm has awarded the first premium under its profit-sharing plan to J. H. Stone, of Baltimore. "It gave us a great deal of pleasure to make this first award to Stone," Ross stated. "He chose a Detecto Bathroom Scale from our beautiful display here and was very much pleased with it. Stone is very enthusiastic about our profit-sharing plan."

Ross stated that he expects many more premiums to be going out every day as more and more shares of Oriole scrip are turned in. "Our scrip plan has caught on with every one of our customers," Ross declared, "because it gives them the chance of sharing in the profits of the firm. We give a share of Oriole scrip for a certain amount of purchases. When the customers accumulate a certain number of shares they can trade them in on a selection of nationally advertised premium merchandise. In the past few weeks we've added additional premiums to our list to give our customers as varied a selection as possible from which to choose their awards."

LUCKY 7

IS WHAT MANY OPERATORS CALL THE FIRST 7 WORDS THEY EVER WROTE NS . . . .

"Please send me your price list quick."

WRITE THESE LUCKY 7 WORDS YOURSELF! MAIL THEM TO US ON A PENNY POSTCARD TODAY AND LEARN WHY EVERYONE SAYS . . . .

NEXT TIME TRY . . . .

ORIOLE

COIN MACHINE CORP.

Oriole Bldg., BALTIMORE, MD.

— ALSO AT —

Pittsburgh • Washington • Buffalo

ATLAS

SPECIAL
While They Last

50—5c GINGER
LIKE NEW
$19.50
(CIGARETTE COUNTER GAME WITH AUTOMATIC TOKEN PAYOUT.

CONSOLES

Ray's Track	$ 89.50
Favorite	61.50
Bally Saddle Club	94.50
Bally Teaser	39.50
Western Dewey, Jr.	52.50
Mills Rio	79.50
Saratoga	43.50
Track Time, Red Head	135.00

COUNTER GAMES

Sparks, 5c play	$22.50
Daval Bell Slide	9.50
Reel Gripper	11.50
Dixie Dominoes	8.50
Track Reel, new	12.50
Sum Fun, new	10.00
Reel Spot	8.00

PAYTABLES

Keeney Derby Champs, combination console and paytable	$109.50
Mills Big Race	69.50
Fairgrounds	69.50
Preakness	32.50
Ak-Sar-Ben Multiple	67.50
Classic	17.50
Carom	16.50
Gottlieb Football	27.50

NOVELTY GAMES

Track Meet	$23.50
Stones's Races	22.50
Boo Hoo	16.50
Bumpers	10.00
Chicago Express	14.50
Bally Reserve	46.50
Genco Long Beach	16.50
Bally Mercury	14.50

Terms: 1/3 Dep., Bal. C.O.D.

Write for prices and description on the two most sensational counter games ever produced. Also our new price bulletin on rebuilt Paytables, Novelty Games, Consoles, Phonographs and Counter Games.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.
Branches — Pittsburgh, Pa.; Miami, Fla.
Cable Address Atnovco.

AMERICA'S LARGEST DISTRIBUTORS
THE HOUSE OF FRIENDLY PERSONAL SERVICE

Rock-Ola Op Tours Europe

CHICAGO, Sept. 10.—The Rock-Ola factory was the scene of gay farewells a few days ago for Mrs. Fortuna Guanaro upon her departure for a trip to Europe. Mrs. Guanaro is the owner of the Fortuna Music Co.

Mrs. Guanaro sailed from New York on September 7 on the Vulcania and will go straight to Naples, Italy, for a brief stay at her residence on the Bay of Naples. Being a native daughter of Italy, she will be right at home. Following her stay in Naples she will tour many of the leading cities in Europe. Crossing the ocean is not a new adventure for Mrs. Guanaro, this being her 18th crossing.

The business in Chicago will be under the capable management of her son, Robert Guanaro, who is well known in coin machine circles. Her trip will extend over the fall and winter seasons and she will return to Chicago in the spring. Regarding leaving her business for this time, she smilingly said: "Thanks to the perfect operation of those Rock-Ola phonographs, I won't have any need to worry about their continuous operation and earning power. And, of course, with Bob on the job I can feel confident that the business will run along smoothly."

Fortuna Music Co. also operates a quantity of Rock-Ola's coin-operated bowling alleys, the Rock-o-Ball. They have found it to be one of the steadiest profit makers of all their equipment.

National Novelty Adopts New Slogan

MERRICK, L. I., Sept. 10.—A statement made by a customer in a letter to Earle C. Backe, of National Novelty Co., is responsible for the new slogan of the firm, it is said. "This phrase," Backe revealed, "is 'National Knows How.' It was written in praise of the way we rebuild, repaint and overhaul a machine before shipping it to one of our customers.

"We pride ourselves on every single reconditioned game that leaves our offices," Backe went on. "We make it our business to rebuild and reservice this machine just as if we ourselves were going to place it on a fine location. We want every one of the operators to realize that this is the reason that we are being complimented consistently by leading operators. In short, 'National Knows How' is the watchword that we are going to use and will back up 100 per cent in every way."

Daval Games Click At N. Y. Premiere

(New Game)

NEW YORK, Sept. 10.—One of the proudest men in the industry this week was Al S. Douglis, president of Daval Mfg. Co., according to reports. Douglis brought the new Daval games east for a premiere showing at the offices of George Ponser, his local distrib. "The manner in which local coinmen received these games," he stated, "is definite assurance that once again Daval games are leading the industry."

A galaxy of leading ops and distribs were on hand for the unveiling of these games. Eddie Ross, of Oriole Coin Machine Corp., came from Baltimore to be present. George Ponser, Joe Fishman, Al Lifshay, Jack Gardino, Steve Delewin, Jack Joffe and many others were on hand to witness the unveiling of Odd Ball, a new five-ball novelty pin game, and Tally, the new counter game of the firm.

"Green Light and Robin Hood are still among the best games that appeared in the Eastern market this year," stated Ponser, "but the unusual play action of Odd Ball supersedes any one of these games. The attractiveness and appeal of this game are sure to make it a real winner."

Tally, the new Daval counter game, also came in for its share of praise. "Steve Delewin, Jack Joffe, Irv Orenstein, Jack Kay and other prominent coinmen all hailed this game as one that would give the operator the chance to make real money," Douglis declared. "For the first time the famous reserve feature is incorporated in a counter game together with the jackpot idea, additional intermediate payouts, coin dividers and separate cash boxes. A striking new design, fascinating play action and the famed Daval swivel base action indicate that this game is destined to write an interesting page in counter game history."

While in New York Douglis also paid a visit to Philadelphia coinmen before flying back to Chicago, where, he reports, Daval is making preparations for one of the largest runs of games in its history.

J. H. (JACK) KEENEY (right) and William (The Sphinx) Cohen split a horseshoe for luck.

EVANS' 1938
GALLOPING DOMINOS
WITH NEW LEGALIZING SKILL ATTACHMENT

★ IDEAL FOR RESTRICTED TERRITORY

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award—now makes it perfect "natural" wherever skill games are required! A host of other new exclusive 1938 features make this marvel absolutely incomparable to any other game regardless of claims!

Evans' NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and many other features, plus Evans' famous precision engineering. Perfect performance unconditionally guaranteed!

★ IT MUST BE RIGHT!

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!

OTHER EVANS HITS!
Bang Tails, Rollette, Jr.
Improved Hialeah Special.
Write for Details!

★ TRUTH IN ADVERTISING
To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans Games!

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

ANOTHER TWO HITS

SNOW WHITE	BALLOT BOX
2100 Holes	720 Holes
Tip Tickets	Tip Tickets
127 Winners	
Takes in $105.00	Takes in - $36.00
Average Payout - 54.35	Average Payout - 19.44
PROFIT - $50.65	PROFIT - $16.56
PRICE - - $ 4.60	PRICE - - $ 2.20

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

Oklahoma City

OKLAHOMA CITY, Sept. 10.—Jimmy Boyle, head of the Boyle Amusement Co., returned from a month's vacation in California and reports the game biz better in his own Black Gold territory than on the Gold Coast. In the last four months the Boyle company reports it has sold over three carloads of the new Rock-Ola phonos.

Tom Wolf, of the Sooner Novelty Co., sold everything but the paint off the wall at his recent show. Show was attended by Ed Stern, Seeburg factory representative, and following State ops: H. B. Dacus, Hanna; W. B. Atkins, Oklahoma City; Bob Taylor, Ada; H. E. Nelson, Oklahoma City; B. C. Dickson, Shawnee; Floyd E. Pruden, Altus; Dudley J. Anderson, Blackwell; P. M. Brooks, Oklahoma City; Milton Carshon, Oklahoma City; J. E. Snell, El Reno; R. A. Davis, Pawhuska; Homer Hardeman, Lindsay; Charles Chastain, Oklahoma City; J. R. Stone, Oklahoma City; Hubert S. Marsh, Oklahoma City; Ed Watt Jr., Oklahoma City; Loyd Robertson, Tulsa; C. F. Jackson, Seminole; L. W. Ashbrook, Lawton; Lou Young, Lawton; B. P. Hutchine, Walters; Jack Monroe, Oklahoma City, and Jack London, Oklahoma City.

JUST OUT-NEW
SALESBOARD OPERATORS
COIN MACHINE MEN
CIGARETTE-CANDY MEN

Your name sent to us will bring to you full particulars on a new, outstanding, distinctive and low-priced item that will click on every open or closed location and will repeat week in and week out. Also write for our FREE sample offer. Act now and get in on the ground floor.

NATIONAL SPECIALTY CO.
1414 So. Wabash Ave. (Dept. B1), Chicago.

CONSOLE BARGAINS

1938 Keeney's Kentucky Skill Time	$134.50
1938 Keeney's Derby Champs	89.50
Red Head Track Times	99.50
Bally Skillfields	79.50
Flashers Horse Symbols	44.50
Flashers Fruit Symbols	49.50
Ray's Tracks, late serials	39.50
Favorites	39.50
De Luxe Bells	29.50
Rosemonts	29.50
Bally Bells	34.50
Dominette	39.50
Bally Club House	39.50
Teaser	29.50
Tanforan	49.50
Jennings Derby or Liberty Bell	44.50
Dark Horse	54.50

Half Deposit.

CLEVELAND COIN MACHINE EXCHANGE
2336-38 Prospect Ave., Cleveland, O.

CHICAGO COIN HAS A MESSAGE OF GREAT IMPORTANCE TO ALL OPERATORS AND DISTRIBUTORS

CHICAGO COIN WILL SOON INTRODUCE TO THE INDUSTRY A REVOLUTIONARY IDEA IN NOVELTY GAMES . . . .

Chico MARVEL

ALMOST HUMAN IN ITS ACTION

YOU AND YOUR PLAYERS WILL MARVEL, WILL BE MYSTIFIED AS TO HOW IT WORKS. IT'S A GAME THAT WILL MAKE BIG MONEY—A GAME BY CHICAGO COIN SO YOU KNOW IT WORKS 100%

DON'T DELAY—RUSH YOUR ORDERS AT ONCE!

CHICAGO COIN MACHINE MFG. CO.

1725 W. DIVERSEY • CHICAGO

CARL TRIPPE Price Plus Guaranteed Satisfaction

Chicago? A SQUARE DEAL WITH IDEAL

SLOT MACHINE BARGAINS

Thoroughly Reconditioned—Buffed and Painted

Mills Q T, Green, 1c	$37.50	Mills Tiger Front DJP Bell, 25c	$15.00
Mills Q T, Blue, 5c	27.50	Mills Liberty Head DJP Bell, Gold Award, 25c	22.50
Mills Q T, Orange, 1c	37.50	Mills Melon Bell, 25c (New)	99.50
Mills Q T, Green, 10c	37.50	Mills Q T, 5c (New)	52.50
Mills Q T, Orange, 10c	37.50	Mills DJP Bell, Pace Front, 5c	14.50
Mills Dial, 5c	17.50	Mills SJP Bell, 10c	6.50
Mills Liberty Head Double J P Bell, Gold Award, 5c	22.50	Jennings Little Duke, Trip. JP, 5c	16.50
Mills Futurity Gold Award, 5c	32.50	Jennings Little Duke, SJP, 1c	12.50
Mills Extraordinary DJP Bell, 5c	32.50	Jennings Century Trip. JP Front Vender, 5c	17.50
Mills Blue Front SJP Bell, 10c	52.50	Jennings Century Trip. JP Bell, 5c	17.50
Mills Blue Front DJP Bell, 10c	37.50	Jennings Chief, 5c	37.50
Mills Blue Front SJP Bell, 5c	52.50	Jennings Chief, 10c	37.50
Mills Eagle Front (20 Stop) DJP Bell, 5c	27.50	Jennings Victoria DJP Bell, 25c	14.50
Mills Eagle Front (20 Stop) SJP Bell, 5c	29.50	Watling Treasury DJP Bell, 1c	19.50
Mills Eagle Front (20 Stop) SJP Bell, 10c	25.00	Watling DJP Front Vender, Gold Award, 5c	14.50
Mills Eagle Front (20 Stop) DJP Bell, 25c	22.50	Watling Twin Jack Pot Bell, 10c	12.50
Mills Eagle Front (10 Stop) DJP Bell, 5c	21.00	Watling Rolatop Bell, 5c	29.50
Mills Eagle Front (10 Stop) DJP Bell, 25c	17.50	Watling Rolatop Bell, Gold Award, 5c	29.50
Mills Blue Front DJP Bell, Gold Award, 5c	37.50	Watling SJP Side Vender, 25c	9.00
Mills Blue Front Side Vender DJP, Gold Award, 5c	39.50	Pace Bantam Bell SJP, Esc., 25c	7.50
Mills Cherry Bell, 5c	62.50	Pace Bantam, No Jack Pot, 5c	4.75
Mills Cherry Bell, 10c	62.50	Pace Bantam SJP Esc, 10c	7.50
Mills Cherry Bell, 25c	62.50	Caille Dictator DJP Bell, 5c	13.50
Mills Skyscraper DJP Bell, 5c	17.50	Bally Reliance Dice Jack Pot	17.50
Mills Skyscraper DJP Side Vender, 5c	19.50	Mills Folding Stands	2.50
Mills Tiger Front DJP Bell, 10c	17.50	Mills Combination Hood Safes	10.00
		Mills Double Hood Safe	22.50
		Mills Single Hood Safes	12.50
		Mills Safe Stands	6.00
		Mills Q T Safe Stands	5.50
		Locking Bars for Folding Stands	.25

Terms: 1/3 Deposit, Balance C. O. D.

CABLE ADDRESS: "IDEALCO". PHONE: GARFIELD 0072

IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

THE LATEST COIN-OPERATED MONEY MAKERS — GRAND STANDS, KLONDIKE, SPORT PAGE, FOUR HORSEMEN, LEXINGTON, PALM SPRINGS, BALLY VIEW, THUNDERBOLT, EUREKA, WORLD'S FAIR.

WRITE FOR PRICES.

ALSO MICKEY MOUSE AND HIS PALS, LATEST VENDERS $8.90

MICKEY MOUSE AND HIS PALS, OFFICIAL CHARMS. Per Gross ..... .90

Write for Quantity Prices.

USED MACHINES

Bally Reserves, late type	$40.00	Galloping Dominos	$100.00	Paces Races	$75.00-$150.00
Fleets	52.50	Roletto, Jr.	110.00	Chuckalettes	39.50
Flashers	55.00	Lincoln Fields	125.00	Thorobred	45.00
Mills One-Two-Three	65.00	Bally Bells	65.00	Deweys (Mills)	60.00
Mills Big Race	65.00	Bally Racer	45.00	Fair Grounds, late style.	65.00
Saddle Clubs	59.50	Bally Baskets	25.00		

300 Used One-Ball Tables (Write for Prices)

WAR EAGLES, Like New $30.00

One-Third Deposit Required With Order.

UNITED AMUSEMENT COMPANY, 3410 Main St., KANSAS CITY, MO.

Ponser Credit Plan Acclaimed by Ops

NEW YORK, Sept. 10.—Believing that in order for ops to get off to a good start on this fall season they must have every credit advantage possible, George Ponser announced to the trade last week that the George Ponser organization would be more than happy to extend credit for purchases on all the new games of the leading manufacturers his firm represents.

"The summer just past has been none too good for many operators," Ponser stated. "The terrific heat of August drove the play to the shore and mountain regions and as a result hurt the returns of ops in the city. Now many of these men need credit. We know they are reliable and just the kind we want to extend credit. They are sure to come back strong and we have the games that will help them get back on their feet.

"All that we ask of any reliable operator," Ponser went on, "is that he qualify with us by good bank and business references and we advise him immediately as to his credit standing with our organization. This plan is in effect both here in our home office as well as in our branches in Newark, Brooklyn and Philadelphia."

Oriole Awards Op First P. S. Premium

BALTIMORE, Sept. 10. — Eddie Ross, head of Oriole Coin Machine Corp., reports that his firm has awarded the first premium under its profit-sharing plan to J. H. Stone, of Baltimore. "It gave us a great deal of pleasure to make this first award to Stone," Ross stated. "He chose a Detecto Bathroom Scale from our beautiful display here and was very much pleased with it. Stone is very enthusiastic about our profit-sharing plan."

Ross stated that he expects many more premiums to be going out every day as more and more shares of Oriole scrip are turned in. "Our scrip plan has caught on with every one of our customers," Ross declared, "because it gives them the chance of sharing in the profits of the firm. We give a share of Oriole scrip for a certain amount of purchases. When the customers accumulate a certain number of shares they can trade them in on a selection of nationally advertised premium merchandise. In the past few weeks we've added additional premiums to our list to give our customers as varied a selection as possible from which to choose their awards."

LUCKY 7

IS WHAT MANY OPERATORS CALL THE FIRST 7 WORDS THEY EVER WROTE NS . . . .

"Please send me your price list quick."

WRITE THESE LUCKY 7 WORDS YOURSELF! MAIL THEM TO US ON A PENNY POSTCARD TODAY AND LEARN WHY EVERYONE SAYS . . . .

NEXT TIME TRY••••

ORIOLE

COIN MACHINE CORP.

Oriole Bldg., BALTIMORE, MD.

— ALSO AT —

Pittsburgh • Washington • Buffalo

ATLAS

SPECIAL
While They Last

50—5c GINGER
LIKE NEW
$19.50
(CIGARETTE COUNTER GAME WITH AUTOMATIC TOKEN PAYOUT.)

CONSOLES

Ray's Track	$ 89.50
Favorite	61.50
Bally Saddle Club	94.50
Bally Teaser	39.50
Western Dewey, Jr.	52.50
Mills Rio	79.50
Saratoga	43.50
Track Time, Red Head	135.00

COUNTER GAMES

Sparks, 5c play	$22.50
Daval Bell Slide	9.50
Reel Gripper	11.50
Dixie Dominoes	8.50
Track Reel, new	12.50
Sum Fun, new	10.00
Reel Spot	8.00

PAYTABLES

Keeney Derby Champs, combination console and paytable	$109.50
Mills Big Race	69.50
Fairgrounds	69.50
Preakness	32.50
Ak-Sar-Ben Multiple	67.50
Classic	17.50
Carom	16.50
Gottlieb Football	27.50

NOVELTY GAMES

Track Meet	$23.50
Stonee's Races	22.50
Boo Hoo	16.50
Bumpers	10.00
Chicago Express	14.50
Bally Reserve	46.50
Genco Long Beach	16.50
Bally Mercury	14.50

Terms: 1/3 Dep., Bal. C.O.D.

Write for prices and description on the two most sensational counter games ever produced. Also our new price bulletin on rebuilt Paytables, Novelty Games, Consoles, Phonographs and Counter Games.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.
Branches — Pittsburgh, Pa.; Miami, Fla.
Cable Address Atnovco.

AMERICA'S LARGEST DISTRIBUTORS
THE HOUSE OF FRIENDLY PERSONAL SERVICE

Daval Games Click At N. Y. Premiere

(New Game)

NEW YORK, Sept. 10.—One of the proudest men in the industry this week was Al S. Douglis, president of Daval Mfg. Co., according to reports. Douglis brought the new Daval games east for a premiere showing at the offices of George Ponser, his local distrib. "The manner in which local coinmen received these games," he stated, "is definite assurance that once again Daval games are leading the industry."

A galaxy of leading ops and distribs were on hand for the unveiling of these games. Eddie Ross, of Oriole Coin Machine Corp., came from Baltimore to be present. George Ponser, Joe Fishman, Al Lifshay, Jack Gardino, Steve Delewin, Jack Joffe and many others were on hand to witness the unveiling of Odd Ball, a new five-ball novelty pin game, and Tally, the new counter game of the firm.

"Green Light and Robin Hood are still among the best games that appeared in the Eastern market this year," stated Ponser, "but the unusual play action of Odd Ball supersedes any one of these games. The attractiveness and appeal of this game are sure to make it a real winner."

Tally, the new Daval counter game, also came in for its share of praise. "Steve Delewin, Jack Joffe, Irv Orenstein, Jack Kay and other prominent coinmen all hailed this game as one that would give the operator the chance to make real money," Douglis declared. "For the first time the famous reserve feature is incorporated in a counter game together with the jackpot idea, additional intermediate payouts, coin dividers and separate cash boxes. A striking new design, fascinating play action and the famed Daval swivel base action indicate that this game is destined to write an interesting page in counter game history."

While in New York Douglis also paid a visit to Philadelphia coinmen before flying back to Chicago, where, he reports, Daval is making preparations for one of the largest runs of games in its history.

Rock-Ola Op Tours Europe

CHICAGO, Sept. 10.—The Rock-Ola factory was the scene of gay farewells a few days ago for Mrs. Fortuna Guanaro upon her departure for a trip to Europe. Mrs. Guanaro is the owner of the Fortuna Music Co.

Mrs. Guanaro sailed from New York on September 7 on the Vulcania and will go straight to Naples, Italy, for a brief stay at her residence on the Bay of Naples. Being a native daughter of Italy, she will be right at home. Following her stay in Naples she will tour many of the leading cities in Europe. Crossing the ocean is not a new adventure for Mrs. Guanaro, this being her 18th crossing.

The business in Chicago will be under the capable management of her son, Robert Guanaro, who is well known in coin machine circles. Her trip will extend over the fall and winter seasons and she will return to Chicago in the spring. Regarding leaving her business for this time, she smilingly said: "Thanks to the perfect operation of those Rock-Ola phonographs, I won't have any need to worry about their continuous operation and earning power. And, of course, with Bob on the job I can feel confident that the business will run along smoothly."

Fortuna Music Co. also operates a quantity of Rock-Ola's coin-operated bowling alleys, the Rock-o-Ball. They have found it to be one of the steadiest profit makers of all their equipment.

National Novelty Adopts New Slogan

MERRICK, L. I., Sept. 10.—A statement made by a customer in a letter to Earle C. Backe, of National Novelty Co., is responsible for the new slogan of the firm, it is said. "This phrase," Backe revealed, "is 'National Knows How.' It was written in praise of the way we rebuild, repaint and overhaul a machine before shipping it to one of our customers.

"We pride ourselves on every single reconditioned game that leaves our offices," Backe went on. "We make it our business to rebuild and reservice this machine just as if we ourselves were going to place it on a fine location. We want every one of the operators to realize that this is the reason that we are being complimented consistently by leading operators. In short, 'National Knows How' is the watchword that we are going to use and will back up 100 per cent in every way."

J. H. (JACK) KEENEY (right) and William (The Sphinx) Cohen split a horseshoe for luck.

EVANS' 1938
GALLOPING DOMINOS
WITH NEW LEGALIZING SKILL ATTACHMENT

★ IDEAL FOR RESTRICTED TERRITORY

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award—now makes it a perfect "natural" wherever skill games are required! A host of other new exclusive 1938 features make this marvel absolutely incomparable to any other game regardless of claims!

Evans' NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and many other features, plus Evans' famous precision engineering. Perfect performance unconditionally guaranteed!

★ IT MUST BE RIGHT!

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!

OTHER EVANS HITS!
Bang Tails, Rolletto, Jr.
Improved Hialeah Special.
Write for Details!

★ TRUTH IN ADVERTISING
To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans Games!

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

ANOTHER TWO HITS

SNOW WHITE	BALLOT BOX
2100 Holes	720 Holes
Tip Tickets	Tip Tickets
127 Winners	
Takes in $105.00	Takes in - $36.00
Average Payout - 54.35	Average Payout - 19.44
PROFIT - $50.65	PROFIT - $16.56
PRICE - - $ 4.60	PRICE - - $ 2.20

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

Oklahoma City

OKLAHOMA CITY, Sept. 10.—Jimmy Boyle, head of the Boyle Amusement Co., returned from a month's vacation in California and reports the game biz better in his own Black Gold territory than on the Gold Coast. In the last four months the Boyle company reports it has sold over three carloads of the new Rock-Ola phonos.

Tom Wolf, of the Sooner Novelty Co., sold everything but the paint off the wall at his recent show. Show was attended by Ed Stern, Seeburg factory representative, and following State ops: H. B. Dacus, Hanna; W. B. Atkins, Oklahoma City; Bob Taylor, Ada; H. E. Nelson, Oklahoma City; B. C. Dickson, Shawnee; Floyd E. Pruden, Altus; Dudley J. Anderson, Blackwell; P. M. Brooks, Oklahoma City; Milton Carshon, Oklahoma City; J. E. Snell, El Reno; R. A. Davis, Pawhuska; Homer Hardeman, Lindsay; Charles Chastain, Oklahoma City; J. R. Stone, Oklahoma City; Hubert S. Marsh, Oklahoma City; Ed Watt Jr., Oklahoma City; Loyd Robertson, Tulsa; C. F. Jackson, Seminole; L. W. Ashbrook, Lawton; Lou Young, Lawton; B. F. Hutchine, Walters; Jack Monroe, Oklahoma City, and Jack London, Oklahoma City.

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SALESBOARD OPERATORS
COIN MACHINE MEN
CIGARETTE-CANDY MEN

Your name sent to us will bring to you full particulars on a new, outstanding, distinctive and low-priced item that will click on every open or closed location and will repeat week in and week out. Also write for our FREE sample offer. Act now and get in on the ground floor.

NATIONAL SPECIALTY CO.
1414 So. Wabash Ave. (Dept. B1), Chicago.

CONSOLE BARGAINS

1938 Keeney's Kentucky Skill Time	$134.50
1938 Keeney's Derby Champs	89.50
Red Head Track Times	99.50
Bally Skillfields	79.50
Flashers Horse Symbols	44.50
Flashers Fruit Symbols	49.50
Ray's Tracks, late serials	39.50
Favorites	39.50
De Luxe Bells	29.50
Rosemonts	29.50
Bally Bells	34.50
Dominette	39.50
Bally Club House	39.50
Teaser	29.50
Tanforan	49.50
Jennings Derby or Liberty Bell	44.50
Dark Horse	54.50

Half Deposit.

CLEVELAND COIN MACHINE EXCHANGE
2336-38 Prospect Ave., Cleveland, O.

AMERICA'S MOST BEAUTIFUL GAME!

Genco's

TRIPLE PLAY

Genco's New Deluxe "FREE PLAY" Game!

CASH STAYS IN THE MACHINE — PLAYER "PLAYS-OFF" AWARDS — LEGALIZES PLAY — INCREASES PLAY ON ALL LOCATIONS!

Intriguing play, mechanical perfection, outstanding beauty combine to make this a powerful money-making game for operators in ALL locations! Player simply has to place one ball in "first" hole and one ball in number opposite lighted indicator. Score is increased by going over "second" and "third" Skill Lanes. Lighted Indicator advances when Advance Bumper or Multi-Advance Lane is contacted. When indicator stops opposite a lighted star on backrack player wins 20 free games. (Or operator may set game to award from 12 to 20 free games.)

$114.50
F. O. B. Chicago.

GENCO, Inc.
2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

In Full Production--Order Today!

SEABOARD SALES, Inc., 619 Tenth Ave., New York.
Eastern direct factory representative
See Bert Lane at once for Genco's Triple Play

BIG LEAGUE BASEBALL

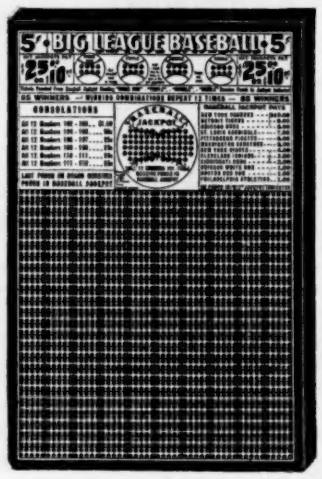
4 SHOTS AT $25.00

No. 2415	2400 Holes
Takes in	$120.00
Average Payout	58.99
Aver. Gross Profit	$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Get Our New Low Prices.

Price Each Only $4.94



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1413 W. Jackson Blvd., Chicago, Illinois.

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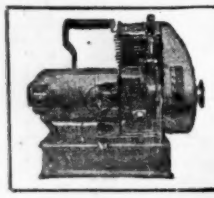
POLISHED ALUMINUM SLOT GUARD COMPLETE
WITH SCREWS $1.00 EACH
CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.



110 VOLTS AC ANYWHERE!
WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.
Furnish standard 110 AC, 60 Cycles, for operating coin-operated music machines, motion pictures AC radios, electric organs, pin-ball games, etc
Complete 350 Watt, 110 AC Light Plant—List ..... $ 89.60
Complete 550 Watt, 110 AC Light Plant—List 130.00
350 Watt Kato Rotary Konverter—List 61.50
KATOLIGHTO, Mankato, Minnesota, U.S.A.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Ballyview Is 4-Way Game

(New Game)

CHICAGO, Sept. 10.—Discussing the new Ballyview five-ball game, Ray Moloney, president of Bally Mfg. Co., stated that the machine was developed to meet the demand for greater operating flexibility. "Ballyview," Moloney stated, "is actually four games in one. It may be operated as a 'reserve' or 'winner-takes-all' game with $10.50 or $24.75 top. It may be operated as a regular high-score game. Or it may be operated as a combination of the two. And, in addition, we have incorporated in Ballyview a new daily-weekly-monthly high-score feature which is designed to build up the kind of steady customer repeat play that means extra long life on location.

"The most revolutionary feature of Ballyview is our new magic mirror reserve feature. I'm not going to go into details about it now, but I will say that it means plenty more spots for reserve operation and reserve profits. In fact, that's the biggest thing about the Ballyview machine: it's built to keep novelty operators in the man-size money class with plenty of profits for many months to come."

Campaigners Use Games for Issue

SEATTLE, Sept. 10.—Payout games are becoming an issue in local campaigns here. A present officeholder, faced with a court order to cite about 30 locations for payout games and also the opposition of candidates against him, declared openly that the court order was a "political move sponsored by a candidate against me." He said he would not issue the gambling citations against the locations.

One police judge refused to sign 35 warrants for arrest of operators or act in any way on the complaints, stating that the question of pinball games and the payout machines had never been entirely settled. He probably referred to high court decisions on the games question.

"$400 Monthly Income" from PENNIES!

Dropped Daily Into the
HAMILTON
Person Weighing SCALE
(New 8th Anniversary Model)

You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce $4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation.

Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO
America's Largest Exclusive Makers of Person-Weighing Machines.

HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

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COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts.
PHILADELPHIA, PA.

NOW IT CAN BE TOLD!

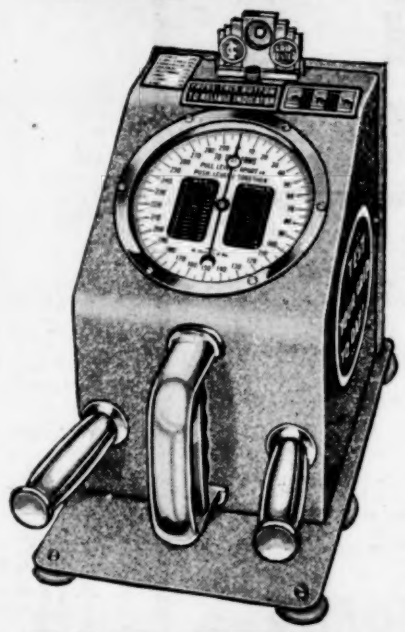
25,000
GRIP MACHINES SOLD
. . . . . and going Strong!

WHY?

Earning Power • Mechanical Durability and Perfection • **LOW PRICE**

PROOF!

That's easy. Ask any of these men: B. D. Lazar of Pittsburgh; Harry Moseley of Richmond, Va.; Henry Lemke of Detroit; Lou Morris of St. Louis; Hy Greenstein of Minneapolis; Sam London of Milwaukee; Myer Marcus of Cleveland; Max Hurvich of Birmingham; Morris Korengold of Chicago. *Sorry, Fellows, we can't mention all of your names . . . space doesn't permit.*



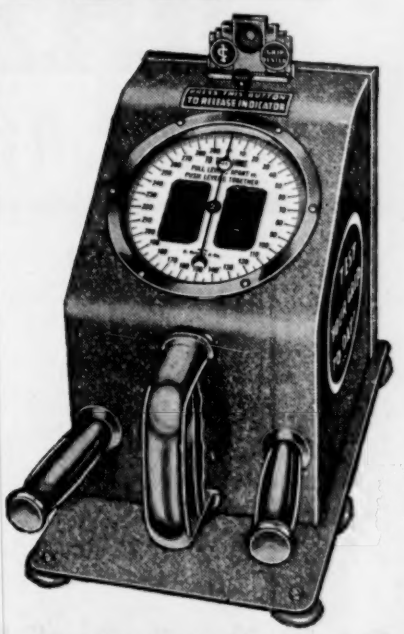
DUO-GRIP
TRADE STIMULATOR PLUS 3-WAY STRENGTH-TESTER!

Gives you a double grip on new big profits. Besides testing strength of Push, Pull and Grip, CIGARETTE REELS spin with each play . . . winning symbols entitle player to awards according to award card! Has button indicator release; non-clog slot, last coin visible, with button release; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-tilt; separate cash box; sure-grip 6-suction cup base and other topnotch features. Also available with fruit bell symbols. COMBINATION 1c, 5c, 10c SLOT..... **$24.50**

FREE TRIAL Try either model at our expense. If you are not satisfied within seven days return the machines and your full purchase price will be refunded.

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
2736-42 N. Paulina St. CHICAGO



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3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt, Tension-Adjustment to suit location; Bell adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, $2.50 Extra.

$19.50

ATTENTION MARYLAND OPERATORS

WE WILL PAY CASH FOR ANY EQUIPMENT YOU HAVE TO SELL THAT OPERATES WITH A SLOT!

WE HAVE A COMPLETE LINE OF PAYTABLES, CONSOLES AND SLOTS ON HAND FOR IMMEDIATE DELIVERY!!

SAVOY VENDING CO.
406-8 W. FRANKLIN ST.
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OPERATORS TELL US THAT "TRIPLE PLAY"

IS MAKING MORE MONEY AND GIVING LESS TROUBLE THAN ANY TWO ORDINARY NOVELTY GAMES ON THE MARKET. YOU CAN EASILY PROVE THIS FOR YOURSELF BY TAKING ADVANTAGE OF OUR SPECIAL DEAL. THIS IS THE LOW-PRICED FREE PLAY GAME YOU'VE BEEN WAITING FOR!

NOTE: We're having a hard time keeping them in stock.
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ZEPHYR $18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—1c a Box (100 Pieces), Case Lots (100 Boxes) **$12.00**

SICKING MFG. CO.
1922 Freeman, Cincinnati, O.

SPECIALS
IN GUARANTEED MACHINES

Columbia Bells (like new)	$ 54.50	Bally Bonus	$ 9.95
Bally Baby Cigaret Machines, new	12.75	Bally Multiple	15.00
Turf Time	17.50	Bally Snappy	12.50
Magic Clock	4.00	Buckley Combination	9.95
Official Sweepstakes	8.00	Foto Finish	27.50
Bang-A-Deer	149.50	Gottlieb Long Shot	12.50
Check Rays Tracks	95.00	Deluxe Sportsman	19.50
U-Pop-It Pop Corn Machine (Fl. Sample, never used)	117.50	Mills Clockers	22.50
Photomatic Picture Machine	525.00	Mills Big Racers	65.00
Model, 316, 416, & 616 Wurlitzers	Write	MillsRailroads	18.00
Mills Studio	237.50	Model "B" Traffics	7.00
Bally Jumbo	9.95	Mills Melon Bells	Write
		Mills Cherry Bells	Write
		Mills Blue Fronts, 5c	49.50
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THE VENDING MACHINE CO.,
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FREE TO OPERATORS

WEEKLY LIST OF ALL LATEST NEW AND USED GAMES! WRITE TODAY!

Chico Baseball	$17.00
Register	26.50
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Vogue	14.00
Beam Lite	17.00
Exh. Playball	47.50
One Better (Automatic)	19.50

$7.45 EACH or 3 for $21.00
Wizard
Home Run
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Great Guns

You have never received used games as new looking and as perfect as ours! "National knows how!" Buy once and you'll buy forever!

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"We Cover the World."
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CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

C McALL'S SPECIAL SALE

NOVELTY GAMES
1 Ball Bally Entry, new $ 65.00
Gottlieb Derby Day, with clock 29.50
Fairgrounds 75.00
Turf Champ, ticket — 22.50
Bluebird — 17.50
Fleetwood Air Races, ticket 75.00
Foto Finish 22.50
Golden Wheel 32.50
Ak-Sar-Ben 27.50
85.00

Keeney Derby Champ $135.00
Mills Big Races 75.00

CONSOLES
Bang Tails $ 99.50
Bally Skillfield 135.00
Jockey Club 69.50
Paces Races 95.00
Ray's Track 62.50
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Track Times 139.50
Keeney Skill Time 139.50

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WE BUY, SELL OR EXCHANGE.
3147 Locust St., St. Louis, Mo.
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★ BALLY BELL ★

NOW READY FOR DELIVERY

HERE'S big news for bell operators! Eight months of location test prove BALLY BELL'S ability to take the punishment of constant heavy play . . . prove, too, that BALLY BELL collections hit a new high in bell earnings. Old-time bell operators, leading distributors and Bally engineers join in stamping the final okay on BALLY BELL . . . **and factory production begins this week!**

2 BELLS IN ONE

DOUBLE RETURN ON INVESTMENT

BALLY BELL has 2 coin-chutes . . . 2 complete payout units . . . 4 jackpots. Operates on either one or both chutes! And, if both chutes are played, both payouts pay!

You buy only one machine . . . **but you get 2 complete bells . . . DOUBLE EARNINGS ON YOUR INVESTMENT!** You ask the location for only a single-machine space . . . but you actually install 2 machines! Instead of losing the play of patrons who walk away when they see a machine monopolized, you get the benefit of the **full play-potential** of each location. **In fact, location experience proves that the double-chute feature actually gets more play than two separate machines placed side by side!**

BALLY BELL increases the return on your investment . . . **permits complete operating flexibility** (CHOICE OF DOUBLE-NICKEL, DOUBLE-QUARTER OR QUARTER-AND-NICKEL PLAY) . . . and provides a golden opportunity to build up quarter patronage in your nickel spots! Although requiring practically the same space as a single standard bell, BALLY BELL has a "big look" which attracts patrons like a big friendly fellow attracts friends. The smartly streamlined front . . . with four big bulging jackpots . . . creates a "let's play" mood. The positive "no-jump" stop wins the player's confidence . . . and the easy-grip-easy-pull handle insures long sessions of play without fatigue. Frequent cherry payouts . . . **and payouts on lemon combinations** . . . result in plenty of repeat play.

NEW IMPROVED MECHANISM

No advertisement can do justice to the revolutionary improvements built into BALLY BELL. You must see the mechanism in action . . . **see the simplicity of the new Unit Construction** . . . see how every part operates in silky-smooth harmony with every other part . . . **see the convenience of the new Unit Reels, assembled on a single shaft, thus eliminating the nuisance of "telescope" tube shafts!** See the new Jam-Proof Coin-Mechanism . . . the new Positive Payout Units . . . new Tamper-Proof Jackpots . . . **new Interlocking Anti-Cheat System** . . . and many other new mechanical refinements designed to eliminate service grief and add thousands of dollars to your annual net profit.

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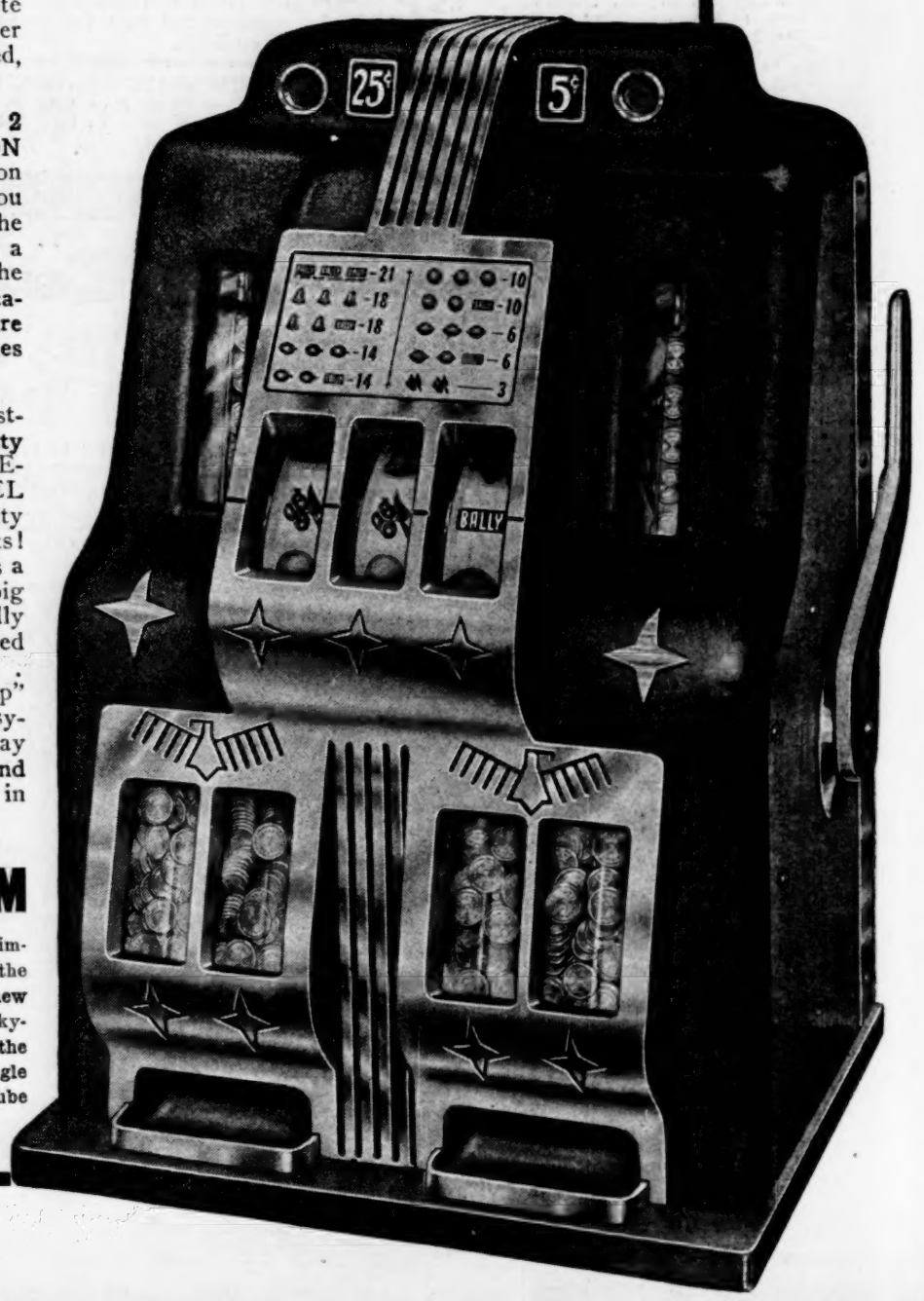
Be first with BALLY BELL in your territory . . . and see your bell collections climb to a new high. Write or wire today for complete details and prices

BALLY MFG. COMPANY

2640 BELMONT AVE. • CHICAGO, ILL.



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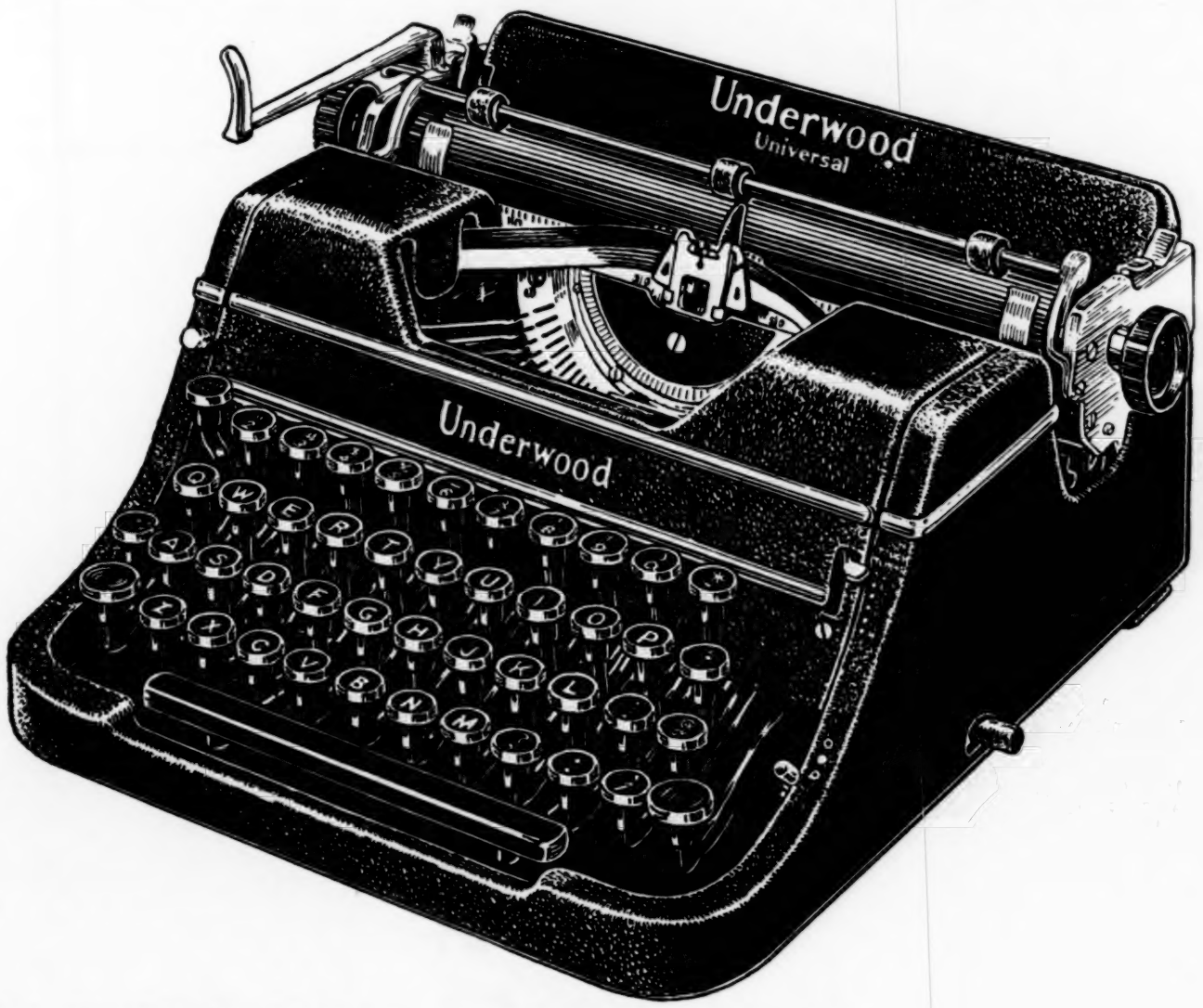

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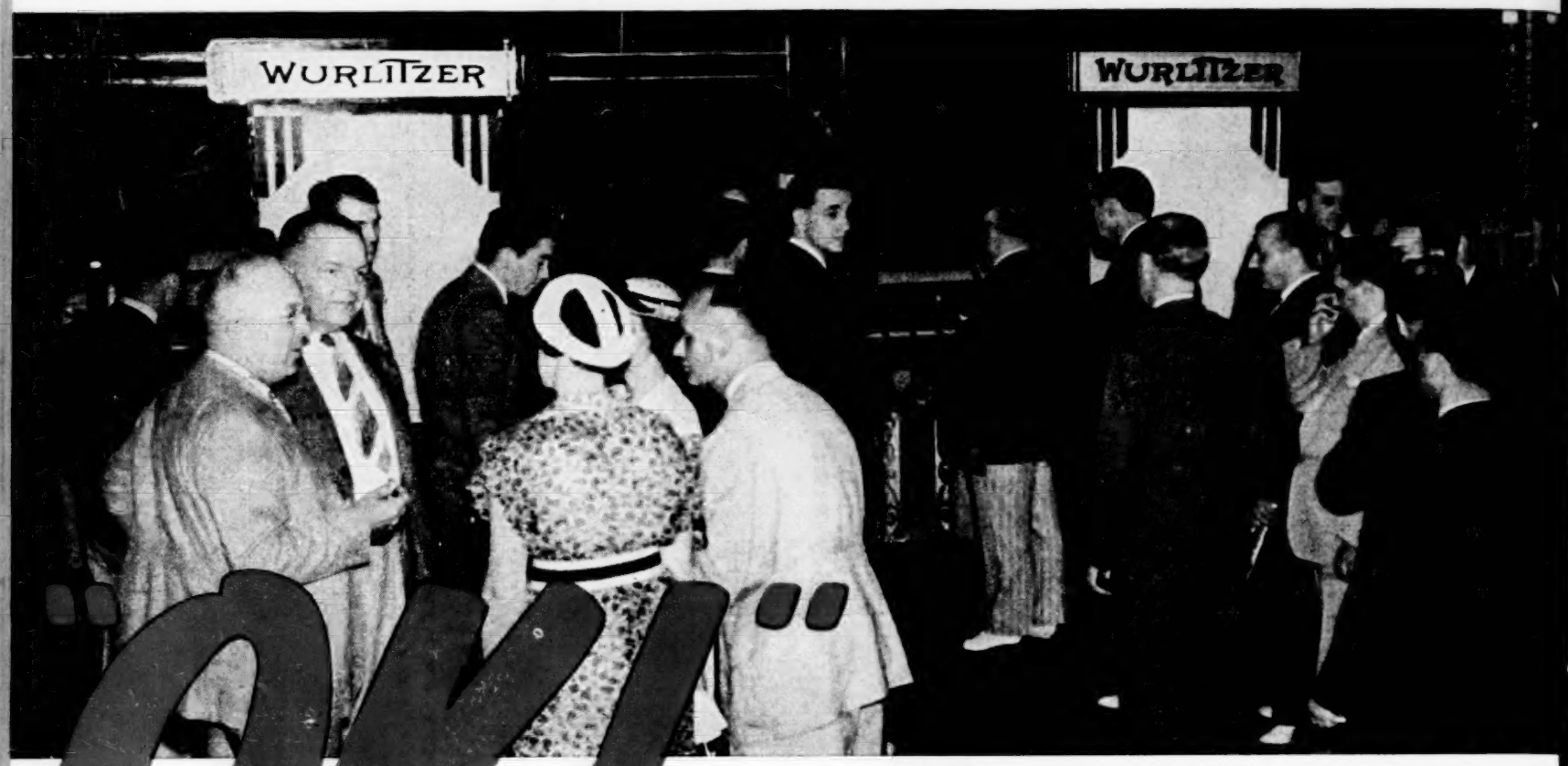

OK!.. TO WURLITZER MODELS 500 and 600

PRAISE THEM AS PRESENTING GREATEST OPPORTUNITY FOR MUSIC MERCHANTS IN AUTOMATIC PHONOGRAPH HISTORY

Thousands of music merchants have seen the Wurlitzer Models 500 and 600—marvelled at their eye arresting illumination — pronounced them beyond question the most beautiful automatic phonographs ever built!

Unanimously they say, "The Wurlitzer Models 500 and 600 will get and hold more locations — will produce greater profits than any other phonograph!"

See them yourself! Hear them play! You'll know why music merchants everywhere are turning in their old instruments on Wurlitzer Models 500 and 600 under Wurlitzer's liberal factory trade-in plan. Then make their success yours — write, phone or wire for details today!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

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BOTH MODELS PLAY 24 RECORDS
ARE SOLD ONLY TO MUSIC MERCHANTS

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

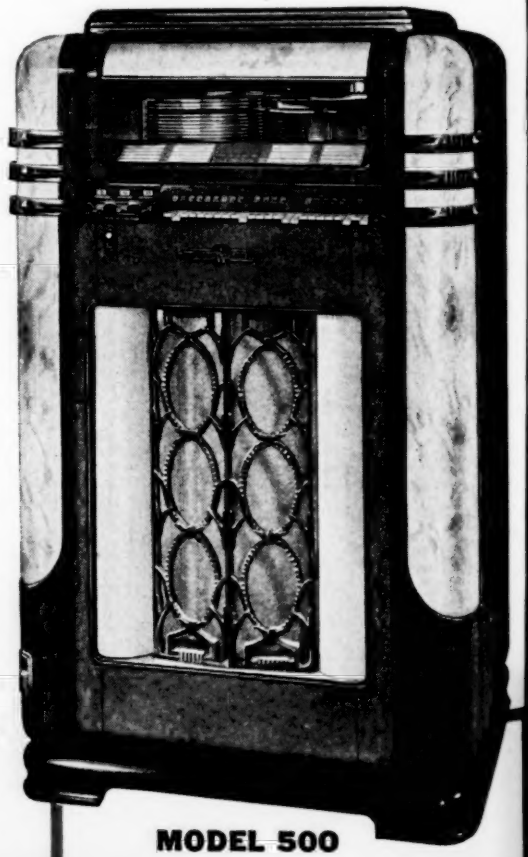
WBS-114

MODEL 600

OPTIONAL COLOR EFFECTS
MODEL 600
Plastic grille rods and record changer compartment background in any one of three matching colors — red, amber and green, as desired.

TURN IN YOUR OLD INSTRUMENTS ON

WURLITZER
AUTOMATIC PHONOGRAPHS



MODEL 500

OPTIONAL COLOR EFFECTS
MODEL 500
Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.